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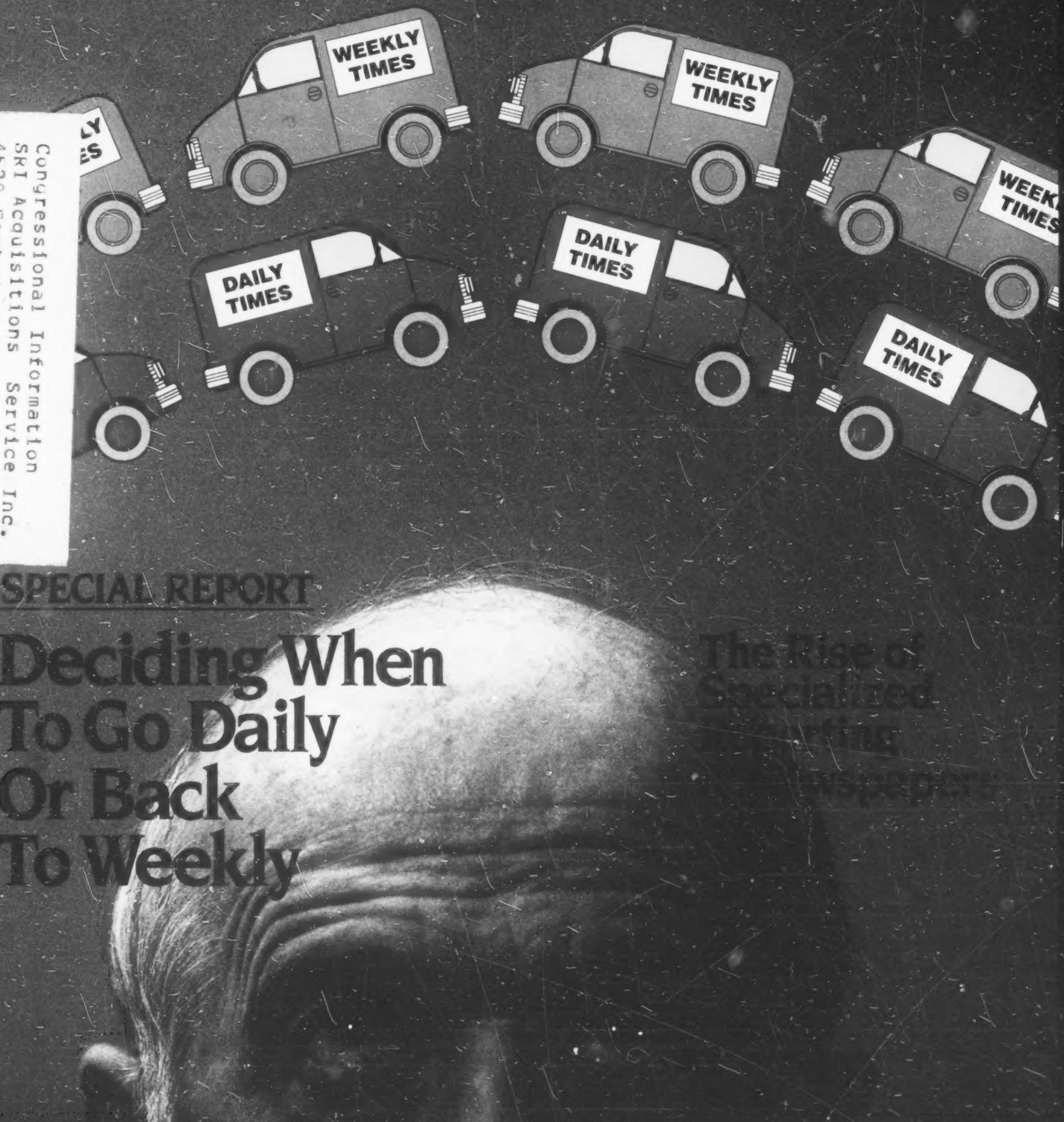
The Journal of the American Newspaper Publishers Association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SPECIAL REPORT

Deciding When To Go Daily Or Back To Weekly

The Rise of Specialized Reporting [illegible] Newspapers

"There is no constitutional right to publish a fact merely because it is true…"
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From a reader's letter to the Westchester-Rockland Newspapers

Area dealers upbeat despite Cadillac sales Page B1

GM

Is a cure for common cold near? Page B4

Westway future uncertain/B4

Yankees lose in 9th to Brewers, 4-3/D1

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THE REPORTER DISPATCH ★★

LOCAL AT A GLANCE

Rent board grants increases

Fox Lane High School to face changes

Grants awarded for Hudson PCB study

LIFESTYLES

New book explores jealousy

SPORTS

Stress tests sought for Eastchester athletes

WEATHER

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Crash fuels bus fight

Opposition to garage renewed after accident on Rte. 202

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Pete Rose gets hug from his son Wednesday after breaking Ty Cobb's record in Cincinnati

Local boy scores with Pete Rose's hit

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Jeremy Arnon, 9, holds Pete Rose baseball card. Photo of Lou Piniella hangs on wall in bedroom

Students to vote on nuke-free H.S.

By Bob McMahon

Chlorine water purification killing trout in reservoir

By Ellen Lane

S. Africa panel suggests end to 'pass laws'

By Tom Goldwin

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35 CENTS

MURDER CHARGES Fuller Watkins Jr., 17, to be tried as adult in slaying. Local news, 3A.

PLAYING AROUND Dr. Ruth on sex. People, 1B.

TOP BILLING Merritt Island, Vero Beach, Palm Bay and Astronaut move up in football rankings. Sports, 3C.

FLORIDA TODAY

PUBLISHED IN BREVARD COUNTY

SPACEPORT FLIGHT GUIDE Atlantis' first flight is scheduled for Oct. 3 between 10:20 a.m.-1:20 p.m. Atlas-Centaur launch Sept. 26. Launch window: 7:35-9:30 p.m. Flightline, 4A.

WEATHER REPORT Mostly cloudy, temperatures in the mid-80s. Complete weather, 16A.

TUESDAY,

HEADLINES

U.S. REP

COUNTY ELECTIONS

CITRUS CANKER

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FLORIDA SPOTLIGHT

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"I would like to be governor, who wouldn't?" — Lt. Gov. Wayne Mixson

WAYNE MIXSON: Still needs to convince wife

Beaches under siege

VOLUSIA COUNTY

BREVARD COUNTY

INDIAN RIVER COUNTY

WHAT'S CAUSING THE PROBLEM

"Bethune Beach is the critical area." — Tom McClelland, Volusia County public works

Storming surf nips our coast

By Michael Lafferty FLORIDA TODAY

Orbiting Syncom 4 conks out

FLORIDA TODAY

Brevard jail: no gilded cage

By Michael Lusk FLORIDA TODAY

The price is right

Midnight rambler

Sleep-seeking woman barges in

TOMORROW: MATERNITY FASHIONS FOR PROFESSIONAL WOMEN, IN PEOPLE

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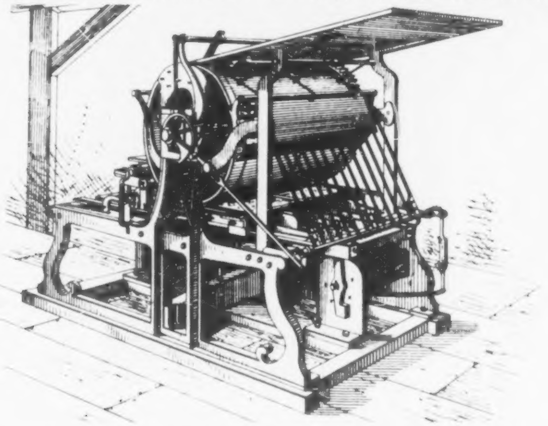

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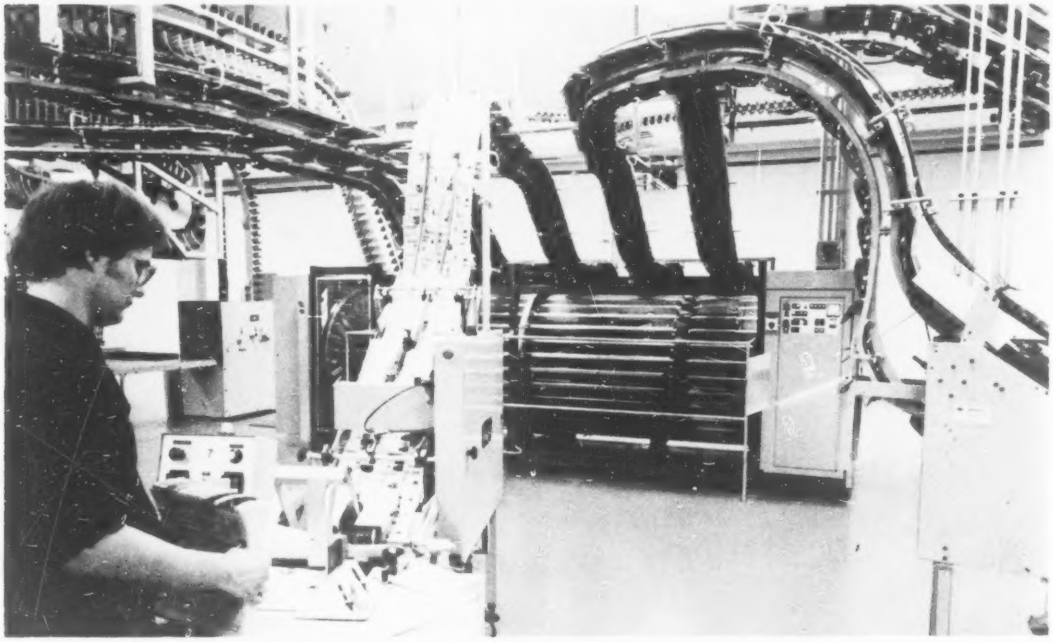

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First in automated Processing Systems

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Special Report *The bridge between non-daily and daily publication has been oft-traveled in recent years. Since the start of 1981, traffic on the bridge has been fairly steady in both directions. Former weeklies talk about some of the tribulations of their trip to publication five or more times a week. One-time dailies describe some of the reasons they went the other way. Publishers consider a number of factors when deciding whether to change publication frequency; the health of the local market is key. Nearly all the new dailies are in the Sun Belt.* 24

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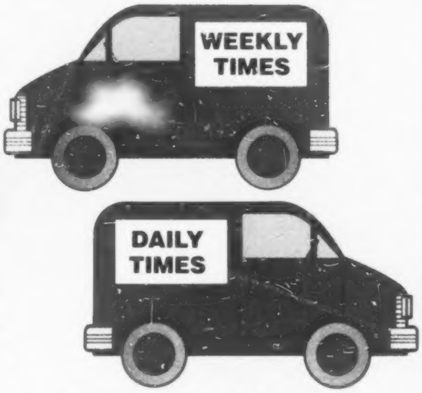

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CHAIRMAN'S CORNER

Audit Bureau of Circulations and newspaper publishers have related responsibilities

I was asked this fall to make some comments to the annual meeting of the Audit Bureau of Circulations about the revitalized cooperative relationship of the ABC and our newspaper business.

I noted the great work of Ed Estlow's liaison committee between the two entities. And I offered a few suggestions to ABC about ways it can continue and enhance its understanding of and service to both newspapers and advertisers.

Then I suggested that we newspaper folks tend to our own house, too, saying:

"We have no right to make demands of ABC for greater accuracy in auditing, or to ask advertisers and their agencies to give more careful consideration to the unique but sometimes unappreciated strengths of our newspapers, if we do not meet our own responsibilities.

"I see those responsibilities as, first, making certain our newspapers submit to ABC accurate, honest information—information that the publisher knows, to the best of his or her abilities, to be accurate and honest.

"Second, we publishers must fulfill our responsibilities to see to it that our circulation data is ethically promoted.

Richard J. V. Johnson

"As a matter of fact, to whatever degree any publisher abuses the triangular foundation of the ABC by failing to meet his or her responsibilities—to that degree, that publisher is destroying our best and last hope of bringing a better perspective to our business.

"As never before in our times at least, the world is hungry—we could say desperate—for truth wherever it may be found. We should constantly remind ourselves—as publishers, as advertisers and marketing people, as creators of advertising—that more than any other single group we have the opportunity and the obligation to set a new tone among our people.

"We can do that only by developing the capacity to view our tasks in a larger framework.

"And, the four sides of that framework are honesty, accuracy, ethics and responsibility."

Dick Johnson

Richard J. V. Johnson
Chairman and President

ANPA

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Last year, 34,300 people moved to Riverside County and brought their pocketbooks with them.

They're young. They've bought homes and are raising families. They've come from Orange and Los Angeles Counties. They're now living and shopping in Riverside County.

They've made their new home-county the fastest growing in Southern California. In the past ten years its population has increased by 53% and its retail sales by 356%. The county's newspaper, The Press-Enterprise, is enjoying the fastest growth in its 107-year history. In the six-month period ending September 30, its circulation was up 9.2%.

The Press Enterprise is determined to grow even faster than its record-breaking county. So, it's out after all 34,300 of the pocketbook-carrying newcomers—and those who are following them.

The Sunday Press-Enterprise
Reagan announces modest steps to boost trade
Krugerrand sales may be banned
U.S. craft chases comet for historical rendezvous

Sources: Population — California State Department of Finance. Retail Sales — Riverside County Department of Development. Circulation — ABC Publisher's Statement for six months ending September 30, 1985. As filed with the Audit Bureau of Circulations, subject to audit.

The Press-Enterprise
RIVERSIDE COUNTY'S NEWSPAPER

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Specialized Reporting

Newspapers respond to varied information needs by assigning good reporters to hone in on business, science, religion and other fields.

BY MARCIA RUTH
presstime staff writer

With the growth of specialized reporting, are general-assignment reporters headed for the endangered-species list just like general practitioners in medicine, with "specialists" taking their places?

Nobody is predicting such a drastic change in journalism, but clearly, specialization is on the rise.

Recognizing the increased sophistication of their readers, newspapers have responded by providing increasingly sophisticated coverage, particularly in the areas of business and science. Sometimes presented in separate sections, such subjects are covered more and more often by specially trained reporters.

In recognition of the trend, the Pulitzer Prize board a year ago set up a new category for "reporting on specialized subjects such as sports, business, science, education and religion" [**presstime**, Jan. 1985, p. 52].

Eugene Roberts, senior vice president and executive editor of The Philadelphia Inquirer, sees the movement toward more specialized reporting as helping newspapers' efforts to gain more credibility with the public. "Nothing would make us more credible than having people do jobs for which they are well-trained, he says."

The increasing specialization has been accomplished in large measure by giving experienced journalists specialized training, rather than trying to make journalists out of doctors, scientists and lawyers. There are, however, a few notable exceptions to this trend, such as Lawrence K. Altman, a physician who has covered medicine for The New York Times since 1969 [**presstime**, Dec. 1982, p. 24].

Although he says he "wouldn't rule out anything," the Inquirer's Roberts says, "I lean to taking proven journalists and training them in specialized fields, as opposed to taking people in specialized fields and trying to turn them into journalists."

A similar view is offered by Michael W. Millican, business news editor of the Associated Press. "It is much easier to teach someone economics than it is to teach them journalism," says Millican, noting that AP set a 1985 goal to increase its business staff by 25 percent.

Still, some editors are seeking a balance between journalists and other professionals. "I think the best mix includes MBAs and engineers who can also write, along with good general assignment reporters who are just curious about things," says

AP

AP correspondent Howard Benedict gets briefing from Lt. Gen. James Abrahamson, director of the Strategic Defense Initiative, better known as the "Star Wars" program.

Scott Bosley, managing editor of the Detroit Free Press. "You have to have one and be interested enough to try to develop the other. Editors have got to pursue [the combination], but you may not be able to hire it."

One exception to the general pattern is religion writers. Lewis Moore, president of the Religion Newswriters Association, says he gets calls from editors looking for writers with religion degrees. "I would estimate probably a fourth of your best religion editors have graduate degrees in theology or religion and/or ordination," says Moore, religion editor at the Houston Chronicle.

Keeping specialist writers on the staff and providing a promotion ladder for them are major concerns of editors. "We have to start not only grooming them and training them but making it possible for becoming a business reporter to be a goal with the same incentives and rewards as editors and managers," says Bosley of the Free Press. "We need to not run people out of reporting just when they begin to get good at it."

"I lean to taking proven journalists and training them in specialized fields" they will cover.

Eugene Roberts

Training opportunities. In addition to just plain learning on the job, most journalists' specialized training occurs in mid-career.

Some newspapers sponsor journalists for year-long programs such as the Vannevar Bush Fellowships for "public understanding of technology and science" at the Massachusetts Institute of Technology, or intensive workshops such as the three-day Wharton Seminars for business writers at the University of Pennsylvania. (Presstime's annual listing of fellowships will appear in the January 1986 issue.)

Other dailies work with local institutions to design long-range training programs for their own reporters and editors—such as The Dallas Morning News with Southern Methodist University and the Detroit Free Press with Wayne State University—or set up periodic seminars with specialists such as James Gentry, director of the business journalism program at the University of Missouri.

In addition, some journalism schools are altering their programs to encourage specialization at the undergraduate or graduate level.

"What we are working on involves a marriage of the journalism curriculum with other fields," says Reese Cleghorn, dean of the College of Journalism at the University of Maryland. "The landscape is littered with failed experiments" in which professionals write about their own professions, he says. "I emphatically believe the best way to do it is to rely upon someone who is primarily a journalist who then specializes in a particular field."

Professional associations are also increasingly active in offering mid-career journalists opportunities to specialize.

For example, the Council for the Advancement of Science Writers, a privately funded group affiliated with the National Association of Science Writers, sponsors three-day conferences near key medical and scientific centers. The council also sponsors long- and short-term, writer-in-residence programs to familiarize journalists with ongoing projects and public information offices of major scientific and medical institutions.

Another example is the Education Writers Association, which holds seminars and workshops for reporters on the education beat [presstime, Sept. 1985, p. 20].

Besides all of the formal offerings, many reporters are striking out on their own, quietly filling the gaps they feel exist in their understanding of particular beats without taking leave from their jobs.

William P. Virgin Jr., business editor of the Charleston (W. Va.) Daily Mail, recently obtained a second bachelor's degree—this time in business—from West Virginia State College, six years after graduating from Ohio State University with a journalism major.

"If I knew then what I know now, I would have had more specific courses in economics or science," he says of his undergraduate years. "If it had been available, I would have tried to create a minor or stay on long enough to accumulate additional hours in a specialty."

Without specialized instruction, "What you turn out to be is a generalist, and as sophisticated as some areas are becoming, I don't think that's good enough," Virgin says.

Business pervasive. According to the latest general survey on editorial content by the Newspaper Advertising Bureau, newspapers in 1982 devoted more space to "economics" than any other topic except sports—both 12.7 percent. Another NAB study reports that in 1983, more than 70 percent of newspapers with circulations over 50,000 have separate sections on business or finance.

A 1985 study by the Associated Press Managing Editors shows economics as the subject of 13 percent of newspapers' front-page stories, more than are devoted to any other topic except government, which rates nearly half. The same study showed health/science and education each had 5 percent of front-page stories in the 33 papers surveyed one Wednesday in February.

Missouri professor Gentry estimates that even papers with less than 25,000 circulation probably have a person on the business beat, and above 50,000, "you're probably talking three."

The surge in business coverage can be traced to the Arab oil embargoes of the 1970s, says AP's Millican, who is president of the Society of American Business and Economic Writers. "Partly as a result of what happened with petroleum, we went through a period of inflation and economic turmoil," he says, "and what was going on in the world of business and economics was seen to touch peoples' lives more directly than had been recognized previously."

With this growth, says Millican, business departments have had to grapple with "something that has bedeviled specialized journalism: Is your audience a person who is involved in whatever you are writing about, or is your person standing on the outside? Is your audience an insider or the general public?"

Some papers offer virtually something for everyone. At The Dallas Morning News, where the business staff increased from seven people in 1980 to 21 in 1985, each day the business section is devoted to a different treatment of the subject: Sunday and Tuesday, expanded coverage, with features and special interest stories; Monday, international; Wednesday, energy; Thursday, economics; Friday, commercial and residential; and Saturday, technology.

While its staff was growing rapidly, the

Most readers "depend on the paper to tell them if something important happens" in science.

Jerry E. Bishop

newspaper emphasized formal, mid-career training. And with little attrition over the years, the News now has what Business Editor Cheryl Hall calls a "mature staff" that can select personnel carefully.

"We have kind of a mixture deciding on an area it wants covered, "then finding the best person to cover it," she says.

For example, the latest addition to the staff, to cover workplace issues, has a master's degree in labor economics from Cornell University along with an undergraduate major in journalism.

Despite the growing presence of business reporters on newspaper staffs, many observers agree with the University of Missouri's Gentry that such reporters' "glaring weakness continues to be finance." He adds, "A lot of them don't understand the basics of economics either."

Demand for good people exceeds supply, Gentry believes, and that is why "competition for good business reporters is very intense."

Perspective key. The opposite prevails for science writers, who find a buyer's instead of a seller's market for their work.

For although specialized science reporting has burgeoned in recent years, the number of newspapers devoting individual sections to the topic is well behind the number that already publish business sections. Therefore, the number of science writers' positions on newspapers is considerably smaller.

Nevertheless, a healthy trend toward science reporting is evident. Since 1978 when The New York Times initiated the first science section in any U.S. newspaper, about 20 newspapers have followed suit. Where coverage is offered, it is heavily weighted to health and medicine rather than to the natural sciences and technology.

According to NAB, about two-thirds of Sunday and weekend newspapers with circulations over 100,000 in 1983 had standing features on health and medicine, while only a quarter had them for science and technology. For smaller papers, the percentage drops considerably—to 56 for health/medicine features and 15 percent for science/technology features for dailies from 50,000 to 100,000; and to 48 and 8 percent, respectively, for those with 25,000 to 50,000 circulation.

In science writing, even more than in other specialties, the dichotomy between the "insider" and "outsider" audiences becomes a serious challenge for good reporting.

"If you're starting out with the word 'Pain,' " as David Perlman, science editor of the San Francisco Chronicle did in a recent series on the subject, "you're going to interest . . . everybody. There's no question about it," he says.

"But when you talk about the 'ultraviolet sky,' you're dealing with cosmological questions, astrophysical questions. You have to assume very few of your readers are going to have the slightest interest. Then the trick is to get them intrigued in the wonders and the mysteries of the universe, (by) whatever sense of poetry or wonder or excitement you can tickle up in the reader, so he's going to be willing to listen to an explanation."

The Wall Street Journal's veteran science writer, Jerry E. Bishop, observes that the subject is "not like sports. People buy the newspaper to find out what the scores are." Most newspaper readers "do not have an intrinsic interest in science," he notes, yet "they depend on the paper to tell them if something important happens."

Because of their technical nature, science and medicine are considered the specialized reporting areas most prone to misinformation, with possibly dangerous consequences for the public.

"If I choose to distort . . . my editors would not catch it," says Jon Franklin, two-time Pulitzer Prize winner at The Baltimore Sun. "Knowing nothing, all they have to go on is biases," he says, noting, "That's how we get 'hysterical' reporting" on such issues as cancer, Agent Orange and Three Mile Island.

Science journalism, says Franklin, who also teaches writing at the University of Maryland, is at the stage of "yellow journalism," where most newspapers were at the turn of the century. Others have dubbed it "gee whiz" journalism, where inexperienced reporters and editors often focus on dramatic "breakthroughs" instead of underlying issues.

Assessment of risk is the key issue, say experienced science writers.

"You need to understand something about the technology before you can understand something about the applications of it that present a possible risk to society," says Barbara J. Culliton, news editor of Science, the journal of the American Association for the Advancement of Science.

A science reporter also must understand "those applications that are no more risky than anything else—except for the fact that people have hyped them so they sound risky," adds Culliton, who is president of the Council for the Advancement of Science Writing.

In a 1984 study based on interviews with science writers, Jay Winston, assistant dean at Harvard University's School of Public Health, concluded that competent coverage of science and health were threatened by both "the dominant distorting influence of the competitive force in journalism" and "analagous competitive force within science (where) researchers are using the media in an effort to attach their names to discoveries."

A recent case in point is the controversy over a purported "cure" for AIDS (Acquired Immune Deficiency Syndrome) announced by some French researchers, which was publicly debunked by most American experts.

One effort to ease this situation—of largely inexperienced reporters and editors dealing with complex scientific subjects—is the Media Resource Service established by the Scientists' Institute for Public Information in 1980 to field calls from the media, many on deadline.

The New York City-based center, supported largely by newspaper-related organizations, has about 20,000 scientists on file who are willing to serve as sources. In the past two years, journalists from more than 800 media outlets [illegible]ding more than 350 newspapers, called the free service at the toll-free number: (800) 223-1730; or for calls from New York state: (212) 661-9110.

About 80 percent of the callers were repeat business, says MRS Director Fred Jerome. So far, most questions have been about toxic wastes and health.

"It's most valuable for people who are not science writers," Jerome says. "One of the hard things for us to do is to get through to editors and general assignment reporters who are not covering science that there are stories they're doing that may have a science component."

Additional advice for editors is to urge reporters to do more independent research.

"Some of the smaller newspapers ought to pay more attention to what's going on in their backyard, and they really ought to keep track of what's going on in universities. There are a lot of things going on people are interested in, and they can't just depend on the wires to tell them," says The Wall Street Journal's Bishop.

A 1984 study on newspaper science sections, conducted by the Scientists' Institute for Public Information, showed that although papers with large science staffs—such as The New York Times, The Boston Globe and The Detroit News—generated the vast majority of their own stories, most newspapers used pieces from the supplemental news services or the wires.

"What we have is a public that is scared to death of science, scientists that don't know how to communicate, and the science writer is in the middle of this," observes Franklin of the University of Maryland.

Religion underplayed. Like other specialists, religion writers agree their branch of journalism has come a long way.

"The quality and quantity of religion coverage has expanded tremendously in the last 10 years, says the Houston Chronicle's Moore, who says he has watched the Religion Newswriters Association grow from "a tiny embryonic club to a very professional society" with about 200 members.

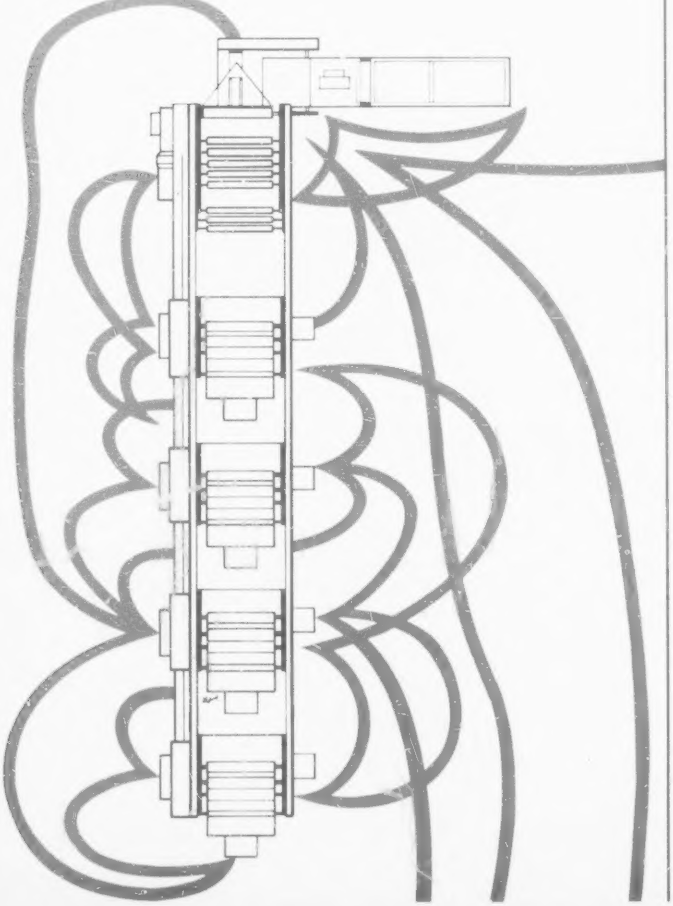
Most dramatic is the shift from coverage of religion as primarily church social events to serious consideration of the impact of religious values and practices on secular life [**presstime**, Oct. 1985, p. 8].

But many religion writers still voice the concern that increased sophistication is not enough. The drive for more space is their next objective.

"No matter how the polls prove otherwise, you find it very difficult for religion to be treated seriously and get stories into the paper," says Marjorie Hyer, religion writer for The Washington Post. Although she counts her editors as exceptions, Hyer says many others lack an understanding of the importance of religion in most people's lives because "people they [editors] know are not interested in religion."

To demonstrate what he considers a case of reversed priorities, the sole designated religion writer at the Associated Press, George W. Cornell, conducted a survey in 1980 in which he compared total attendance at sports events with attendance at churches and synagogues. Over the year, he found 13 times as many attended worship services (4.7 billion) as sports events (356 million).

Currently, AP has 70 reporters specifically assigned to sports but only one to religion. Business writers total 23, with five assigned to science and three to space reporting. An additional 15 or so do not hold the title of "science" writer, but are considered qualified by the AP to write on science and technology when stories occur in their regions. ☐



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Courtesy title usage has trailed off at most newspapers

BY MARNA B. P. COURSON

Reflecting a recent change, most editors nationwide apparently believe the term "Ms." is a "Ms.-nomer" and are cutting it out of the newspaper copy that crosses their desks.

The trend was detected in the sixth annual English usage survey of Indiana University's School of Journalism, says Richard L. Tobin, an adjunct journalism professor there.

Just three years ago, Tobin says, "Ms." was acceptable to 57.3 percent of the U.S. newspaper and magazine copy chiefs surveyed.

But the latest survey shows 71.6 percent of the editors would not use the term. The study, conducted in January and reflecting a 65-percent response rate from about 150 newspaper editors and 50 magazine copy chiefs, shows the "Ms." editorial opposition knows no geographic boundaries.

Tobin says many respondents further indicate that all courtesy titles have been dropped from news copy except when they are deemed necessary for clarity. This is "a continuing and advancing trend," he adds. "Honorifics are on their way out."

An informal presstime survey of a dozen papers supports Tobin's findings.

"We pretty much dispense with courtesy titles in all news copy," says Arthur Helms, executive editor for Transcript Newspapers of Dedham, Mass., which owns two dailies and three weeklies.

Ernie Williamson, managing editor of The Houston Post, says his paper does not "use them unless specifically requested or occasionally to avoid confusion."

The Post stopped using women's courtesy titles about a decade ago, during the tenure of then-publisher Oveta Culp Hobby, Williamson notes.

The Daily Oklahoman of Oklahoma City in June abandoned all courtesy titles, says Mary Goddard, writing and editing coach. The newspaper wanted "to settle on something uniform and to fit the modern outlook," she says. Also, there was a dislike of the term "Ms."

The term "Ms." first surfaced in secretarial handbooks in the 1940s to provide women a title analogous to "Mr." for men.

One continuing backer of the feminist title is the Hiawatha (Kan.) Daily World (evening, circulation 3,488). Publisher David J. Cazalet Jr. says " 'Ms.' is the general rule of thumb unless it is requested otherwise."

Meanwhile, many newspapers continue using traditional "Miss" and "Mrs." honorifics, describing a woman's marital status, although they use no courtesy titles for men.

Women's courtesy titles "generally still appear" in The Bradenton (Fla.) Herald, but News Editor Neil Besoughloff predicts "they probably eventually will be on the way out" for the 37,539-circulation morning daily.

One notable holdout for traditional courtesy titles—including "Mr." for men on second and subsequent references—is The New York Times. "Virtually everyone breathing and alive is given an honorific," says Evan Jenkins, a news editor.

The Associated Press and United Press International have parted company on the use of honorifics, with UPI dispensing with them entirely. The AP uses them on second reference to a woman if that is her preference. But "I think ultimately courtesy titles will be gone," says AP Vice President Walter R. Mears.

The Times' Jenkins says "papers are dropping titles because it's easier, and perhaps to accord men and women equal treatment."

One style issue that persists concerns the use of "-person" in conjunction with another word, such as "spokesperson."

A few of the news organizations surveyed report they permit the use of "-person" in their copy, but most prefer more specific identifiers.

UPI has ousted all "-person" words, says Managing Editor Ron Cohen. "We're not 'neuterizing' anyone."

"We will recognize 'chairwoman' because it conveys information," says Stuart Samuels, city editor of The Capital in Annapolis, Md. (evening, 37,093). " 'Chairperson' or any kind of asexual thing is, to me, an abomination."

The New York Times uses standard, "masculine" titles, such as "chairman," Jenkins says. "It was just torturing the language to say 'spokesperson.' "

Indiana University's Tobin says his findings tend to support a trend away from neutered "-person" words.

"In our (last) survey, over 70 percent (responding) would outlaw 'chairperson' and return to 'chairman,' " Tobin says.

Editors appear to be "going back to the old standards," he says, reflecting a "return to more conservative usage." ☐

Courson, a former reporter for presstime *and for the Associated Press, is a free-lance writer in the San Francisco area.*

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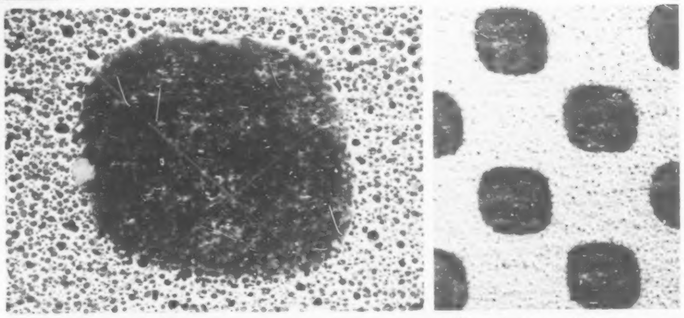

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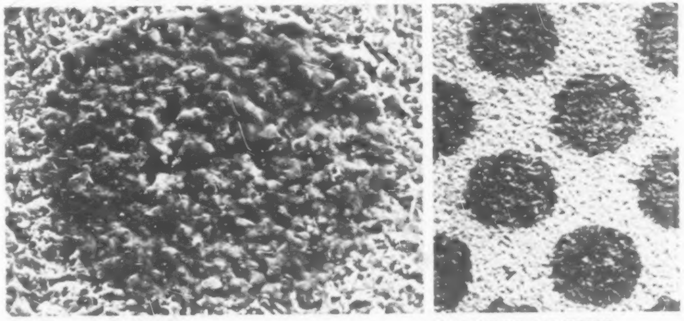

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SMALL RETAILERS

NEWSPAPERS PAY SPECIAL HEED TO LOCAL CLIENTS

BY MARGARET GENOVESE
presstime staff writer

"Think small" is a slogan that is as appropriate for newspapers in the 1980s as it was for the Volkswagen Beetle in the 1960s.

Small retailers, while they may not contribute as much to a newspaper's bottom line as the big department stores, supermarkets or retail chains, are important customers, according to daily newspaper advertising executives.

The San Diego Union and The Tribune, for example, commit about 85 percent of their advertising sales staff to serving small retailers, which account for only about 25 percent of their revenues. "That, in itself, defines it as a pretty important aspect of our business," says G. F. Wilson Jr., director of advertising.

According to the U.S. Small Business Administration, in 1982 (the last year for which figures are available) there were 1,256,320 "retail enterprises" with fewer than 100 employees. They accounted for 99.2 percent of all retail enterprises.

"If a newspaper doesn't have a lot of small advertisers, it is extremely vulnerable to changes in budget from big advertisers," observes Louis E. Alexander, retail advertising manager of the San Jose (Calif.) Mercury News.

Robert G. O'Neill, vice president and director of advertising for The Times-Picayune/The States-Item in New Orleans, says that just as a department store needs small merchandise as well as big-ticket items to attract shoppers, newspapers need smaller advertisers as well as the majors to bring in the maximum number of readers.

Furthermore, he says, "the personality and the individuality of these small businesses make newspaper readership extremely interesting."

"Small advertisers are important to us because they are the backbone of the community," adds John W. Watson, advertising director of The Billings (Mont.) Gazette.

Do smaller retailers have special needs? Yes, says Alfred Eisenpreis, Newspaper Advertising Bureau vice president for retail marketing, and newspapers can help meet them.

First, newspapers can help smaller retailers plan their business in general and their advertising in particular, Eisenpreis says. One tool for doing this is the "Newspaper Advertising Planbook" that NAB publishes each year to help retailers set their sales goals and determine how much they want to invest in advertising.

But a problem with smaller retailers is that they do not consider advertising as an "investment." That is obvious when a retailer tells a newspaper, "I'll *give* you the ad," an attitude Eisenpreis calls "the United Way of advertising."

To remedy that, newspapers can help retailers understand what advertising can and cannot do for their businesses. For example, says Eisenpreis, it can create traffic in a store, but it doesn't actually sell. Only mail order advertising does that.

> *Small businesses' ads "make newspaper readership extremely interesting."*

The other major need of the small advertiser, Eisenpreis says, is help in creating and producing effective ads from their limited advertising budgets [presstime, Nov. 1985, p. 22].

Meeting the need. Newspapers are using a wide variety of selling tools to meet these needs of the small advertiser. Here's how some of them are doing it:

Special rates. "As more competition to our newspaper comes into our market, most of that competition—at least the print competition—is going to go after those small advertisers," says Watson of The Billings Gazette. "We have to constantly be watching our pricing structures for those small people."

When The Gazette increased advertising rates Sept. 1, it began emphasizing its "pick-up" rate, a discount for repeating the same ad within seven days, as a way to help smaller retailers, says Watson.

Smaller retailers also can benefit from its "stand-by" rate, which provides an advertiser a discount if the newspaper can run its ad at the newspaper's discretion.

To attract small advertisers, the San Diego newspapers have a special first-time rate and an "open credit" policy that allows retailers to start advertising before getting credit approval, according to Wilson.

Providing expertise. "We work harder for [smaller retailers] because they are more demanding and need more help," says Robert N. Schoenbacker advertising director of The Oregonian in Portland. "The major clients certainly have their own cadre of experts and do more of it in-house."

Through its "Trading Area Profiles" program, The Oregonian can help a retailer examine its trading area, confirm who its competitors are and identify its unique advantages over the competition. The TAP program divides metropolitan Portland into 38 trading areas and pinpoints within each one where people are shopping and what they are buying.

With its computerized co-op advertising program, ReCAS (Retail Co-op Advertising Service), The Oregonian also helps a retailer review its inventory for brand items and determine how much co-op money is available from manufacturers.

And the paper's nine-person staff of artists and copywriters can help a retailer produce a professional looking ad.

Although newspapers can help smaller retailers do things they do not have the staff or resources to do themselves, these small business people are not unsophisticated, Schoenbacher emphasizes. "The ones that have survived and are surviving are pretty astute."

Meeting with retailers. Along the same lines, the San Jose Mercury News has an artist in each of its two regional advertising offices, reports Alexander.

Another way that newspaper reaches out to retailers is through meetings.

"Our managers speak at night to a lot of small business groups and associations and classes at junior colleges," says Alexander.

"I spoke at a big seminar of the California Christmas Tree Growers Association," recalls Alexander. "Some of these people live way out in the mountains and hills. They were desperately interested in how to increase their revenue by advertising more effectively in the six weeks a year they sell trees."

Special positions. The small retailer can't afford the larger ads, "so a lot of times they get lost on a page," says Frank L. Beeson, marketing director for The Daily Record of Wooster, Ohio. "What we've done to try to help the smaller advertisers is to put them together under one theme."

In October, the Record ran a double-truck ad for the community's Octoberfest celebration. The local chamber of commerce paid for the top part of the ad, in which it listed Octoberfest activities, and the Record paid for space at the bottom, in which it placed appropriate artwork. Then the newspaper sold 2-by-5½-inch block ads in the spread at its average per-inch column rate—which gave smaller advertisers a discount—and threw in a free color. Unlike a "signature" ad that gives a merchant space enough only to run a logo, a 2-by-5½-inch ad is large enough for the retailer to advertise specific merchandise.

"The biggest thing that it does is give them the impact of a full page or a double truck at the cost of a 2-by-5½," says Beeson.

Because of its initial success with the idea, the newspaper plans to run one double-truck advertisement a week during the Christmas shopping season to spotlight Sunday store openings.

Daily Record's Beeson (right) discusses double-truck ad with Charles E. Manges (left), president of the Wooster Area Chamber of Commerce, and Richard H. Earl, owner of Amster Shoes, Wooster.

Deals on inserts. In addition to remaining sensitive to smaller retailers' requests for positioning in ROP, The Ogden (Utah) Standard-Examiner recently began offering such retailers two new insert vehicles: a "Print and Insert System," which allows up to six retailers to share a preprinted insert, and a coupon book.

While the P&I System, begun early this year, has been "well-received," the coupon book is probably the most popular thing the newspaper has done for its smaller advertisers, says James L. Barclay, advertising director.

For $165, a retailer can buy the front and back of the coupon. One ice cream store offered a "double scoupon"—one free double-scoop ice cream cone for each one purchased—and had 1,500 coupons returned in one month, he says.

The Standard-Examiner's P&I System, its coupon book and an attractive rate package have "kept the small advertiser out of the little shopper; it's kept them out of shared mail," says Barclay.

> *"When you serve the marketplace in this fashion, you don't open the doors" for a competitor.*

Zoning and TMC. Likewise, Howard I. Renner, advertising director for The Morning Call of Allentown, Pa., says his newspaper does not have the shopper problem that many newspapers have. He attributes it to the newspaper's eight zoned "Neighbors" editions that run every Thursday and give smaller advertisers a unique editorial environment in addition to a targeted circulation. "I think when you serve the marketplace in this fashion, you don't open the doors for someone to come in," he says.

Like other metropolitan newspapers, The Times-Picayune/The States-Item has zoned editions. But, says O'Neill "some smaller merchants also have asked for as much coverage as they can get within that zone area." The newspaper's total market coverage product, The Advertiser, responds to that request. It is delivered once a week to non-subscribers by the daily's own carrier force. "It gives the small businessman the opportunity to reach practically everyone he wants for an affordable price because he only pays for the circulation in his zone," says O'Neill.

Are smaller retailers worth the effort many newspapers make to attract and retain them? "Hell, yes," says Frank J. Savino, vice president/marketing of The Record in Hackensack, N.J. If a newspaper does not carry an ad for the store down the street or around the block, says Savino, it runs the risk of having readers say: "You're not my newspaper any more, you are something foreign."

Zoned Editions, New Bureaus, More Competition Cause Growth of Editorial Staffs

BY MARION LEWENSTEIN

Despite the facts that there are fewer daily newspapers in the United States now than seven years ago, and that national circulation has remained relatively stable during this time, editorial staffing has grown by about 10,000 people nationwide since 1978.

It is true that total daily circulation climbed to a little more than 63 million in 1984, a high since World War II. Circulation figures, however, have fluctuated widely since the 1970s, rising or dipping by as much as a million from year to year. In the meantime, the number of newspapers has steadily decreased from 1,756 dailies in 1975 to 1,688 in 1984.

Yet the "annual census of newsroom employment" conducted by the American Society of Newspaper Editors shows that at U.S. daily newspapers the number of newsroom employees increased from 43,000 in 1978 to 50,400 in 1984 and to 53,800 this year. (The most recent figure is skewed somewhat by changes in job definitions listed on the census questionnaire; the changes were aimed at getting "all professional newsroom employees" counted, some of whom might have been missed in previous surveys.)

A check of some 30 newspapers across the country buttresses the industry-wide report. The Kearney (Neb.) Daily Hub, for instance, recently added four people to what had been an eight-person editorial staff. The Fort Worth Star-Telegram since 1979 increased its staff by about 100 people.

Lewenstein is professor of communication at Stanford University and a free-lance writer.

The Daily Hub (evening, circulation 11,700) was purchased by the Omaha World Herald Co. earlier this year. New management wanted to improve local coverage in its 40,000-household, six-county circulation area. The paper hired its first photographer, added one person each to the sports and general desks, and took on a reporter whose primary responsibility is covering the local college.

The Star-Telegram (all-day, 247,649), a Capital Cities Communications paper, now has about 270 editorial staffers. It competes with Dallas papers in several fast-growing counties and has multiple replates for a state edition and various city and suburban zones. The Star-Telegram's circulation has increased about 22,000 since 1980.

> *The "annual census of newsroom employment" conducted by ASNE shows that the number of employees increased from 43,000 in 1978 to 50,400 in 1984 and to 53,800 this year.*

Gerald Zenick, associate managing editor for operations, reports that 30 percent of the 100 new staff members were assigned to zoned editions. The rest went to features, sports, business and graphics.

Reasons for expansion. In general, the key reasons for more staffers have been more intense geographic coverage; expansion of specialized coverage, especially sports and business; more and better art; and market growth. Personnel cutbacks in production areas made possible by the introduction of modern technologies are also cited as a factor in editorial-staff enlargement.

Because markets have grown fastest in Sun Belt areas, newspapers there have increased staff the most dramatically. The San Jose Mercury News (all-day, 261,668) added nearly 150 people in the last eight years. In addition to local expansion and zoned editions, the Knight-Ridder paper opened bureaus in San Francisco, the Pacific Northwest, Tokyo and Mexico.

In Florida, three Tribune Co. papers—The Orlando Sentinel and the Fort Lauderdale News and Sun-Sentinel—have been adding reporters by the dozens to new and established county and state-capital bureaus. They have created "commuting" foreign correspondents—reporters based at home but who travel frequently—expanded Washington coverage, created supplemental business and sports sections, and added to the copy desk and graphics departments.

The Sentinel (all-day, 235,490) has been adding staff at the rate of 15 to 20 people annually for the last five years. It plans another 38 new slots next year alone. Right now, editorial staff numbers 315.

The Fort Lauderdale a.m. and p.m. papers (combined circulation, 196,249) may carry zoning and remakes to the ultimate in the process of producing an average of 2,400 pages a week, says Managing Editor Earl Maucker. The papers have two separate zoned broadsheet sections six days a week, eight zoned tabloid inserts running at various times during the week, plus numerous remakes in the front, metro, business and sports sections. There also is a weekly total-market-coverage product that requires replating.

"It is impossible for me to read a complete daily output of my own papers and still find time to read the competition," Maucker says with bemusement. "I have to depend on direct supervisors to catch errors."

The news staff numbers 326, up about 35 in the last five years. Circulation has been increasing recently at an annual rate of 22 percent.

A.M. influence. Another important impetus to news-staff growth has been the conversion from p.m. to a.m. publication. Some newspapers that made the shift discovered they needed more editorial help for a morning paper. In fact, some companies that merged afternoon and morning editions into an a.m. product also found they needed additional help for the newsroom.

The Press-Enterprise (morning, 126,451) of Riverside, Calif., abandoned its afternoon paper two years ago, combining its a.m. and p.m. staff of 110. Still, to cover fully its market that grew 45 percent in 10 years, Editor and Publisher Howard H (Tim) Hays Jr. says the newspaper has hired about 25 additional people, 15 in the last year. Circulation of the independent daily has gone up nearly 10 percent in the past two years.

Eight new staffers went to new or beefed-up bureaus. They have helped increase weekend zoned news coverage and have allowed addition of a weekly zoned magazine, several zoned pages and sections, Hays says.

In other moves, the Press-Enterprise created a daily business section; started a weekend section; expanded its entertainment and home and garden coverage; started weekly health, fitness and food sections; and put six more people on the desk. The paper also has given full-time status to such beats as legal affairs, minority affairs, higher education and military news.

"Fortunately," Hays says, "this has happened during a time when business has been good and continues that way. Between that and the economies saved with a one-newspaper operation, we can pay for this growth."

He adds that the changes strengthen the paper as it becomes competitive in its own market with expanded metropolitan papers, including the Los Angeles Times and The Orange County Register.

The Arkansas Democrat of Little Rock (morning, 80,371), part of the family-owned Wehco Media group, doubled its staff when it converted from p.m. publication in 1979, according to Managing Editor John Robert Starr. Writing in a 1985 Associated Press Managing Editors Association committee report, he said circulation jumped from 50,000 to 70,000 the first year after going a.m.

Two Gannett Co. papers, The State Journal (morning, 67,449) of Lansing, Mich., and the Stockton (Calif.) Record (morning, 52,435) added more modestly to staffs when they converted from evening to morning cycles within the last few years.

Successful afternoon papers have added editorial staff, too. Knight-Ridder's Philadelphia Daily News (284,253) and Copley's Tribune of San Diego (122,732) both reported at the Oct. 28-31 APME convention in San Francisco that they have improved local coverage and added zoning and features. Since 1975, when it had 80 editorial workers, the Daily News has doubled staff, and The Tribune hired more than 30 people over the last six months, bringing its total to 190, according to the report of the APME PM Newspapers Committee.

These patterns are confirmed by researchers Judee and Michael Burgoon. They reported at the APME meeting that success in the afternoon, or successful conversion to morning, depends on meeting consumers' rising expectations. Some 30 cases they have researched show this usually means expanding staff, the Burgoons said.

Fort Worth Star-Telegram assigned 30 of 100 new staff members to work on zoned editions.

Another important impetus to news-staff growth has been the conversion from p.m. to a.m. Some newspapers that made the shift discovered they needed more editorial help for a morning paper.

Leveling off. A weak local economy has kept papers in other parts of the country from adding staff in recent years or from planning to do so in the near future.

The Times-Picayune/States-Item (all-day, 272,931) in New Orleans—part of the Newhouse Newspapers group—has remained stable with 250 news staffers despite flat circulation because of a poor economy hit hard by declining oil business.

In Lewistown, Pa., The Sentinel (evening, 13, 618), a Buckner News Alliance member, has kept its staff steady in face of 9-percent local unemployment.

When The Spokesman-Review and Spokane Chronicle (combined circulation 128,390) joined newsrooms two years ago, they redeployed people but did not add to the overall editorial staff of about 105 people. The papers, independents owned by Cowles Publishing Co., opened a Washington, D.C., bureau, expanded into Northern Idaho, beefed up coverage of higher education, and assigned more people to cover business and sports.

A seriously slowed economy will prevent the paper from hiring more staff despite pressure to add more zoning and new sections such as one for senior citizens, Managing Editor Chris Peck reports.

The Herald News (evening, 46,979) in Joliet, Ill., has faced local unemployment rates of up to 26 percent. Editorial staffing at the Copley paper dropped from 40 in 1980 to 30 several years later. Even so, that number has crept back up to 35 as Managing Editor Reynold Hertel has added to sports and general assignment.

Others have increased news-staff budgets without necessarily tying the expenditures to revenue growth. Despite stable circulation and a slowed economy, The Times-News (morning, 20,563) in Twin Falls, Idaho, has added five people since 1982, according to Managing Editor Stephen Hartgen. Management of the Howard Publications newspaper "wants to improve quality," he says.

In Kansas, the independent Dodge City Daily Globe (evening, 8,787) also has added news staff—three people—because management wanted to improve the paper, Managing Editor Lee Finch reports.

The same reasoning led The Boston Globe (morning, 509,464) to increase its news staff by about 20 people in the last three years. The paper has opened four foreign bureaus and added several "commuting" foreign correspondents, along with more desk people and special features writers.

Tom Mulvoy, deputy executive managing editor, says he expects the paper to add more people, especially when the paper goes to pagination.

Pagination requires more editors to help in layout, Jack W. Zimmerman, managing editor of The Daily Oklahoman (morning, 241,608) reported recently to APME. That Oklahoma City independent daily added four editors when it went to pagination a year ago.

Competitive needs also have dictated increased staffs for some newspapers. The Detroit News (all-day, 645,016) in one of the few knock-down, drag-out newspaper battles still being fought, has added about 20 reporters in the last two years as it fights for more statewide circulation. Many of the new reporters have gone to the state capital in Lansing. The paper is being acquired by Gannett.

Future editorial employment in the newspaper business continues to look bright, editors say, though probably not quite so rosy as the last few years. Most of those interviewed for this article project some continuing slow growth.

And even where the economy has gone sour, editors seek to let attrition rather than outright dismissals reduce staff. For example, Editor-Publisher Ted M. Natt of The Daily News (evening, 24,369) in Longview, Wash., says that in reducing his news staff from 36 to 30 people, he had to lay off only one employee. ☐

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[1] The Dallas Morning News has just been awarded The Associated Press Managing Editors' 15th Annual Public Service Award for our eight-part series on federally subsidized housing in America. The 14-month, 47-city investigation by Craig Flournoy and George Rodrigue documented widespread discrimination in subsidized housing despite legislation, federal regulation and a court decision.

The Dallas Morning News

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Under Oath

Reporters can prepare for the day they're called to the witness stand

BY GEORGE W. RIDGE JR.

"That was an education."—A reporter stepping down from the witness stand.

Reporters in general do not enjoy anyone dogging their footsteps. They go about their business with a personal style, and tend to bristle when their methods come under question from an outsider.

The landmark case *Gertz v. Welch* has changed this for journalists targeted in a libel suit.

Now a reporter's libel defense can be the justification of questions asked or not asked in the newsgathering process, how they were asked, and why certain aspects were included or not included in the story. This is the "fault" standard of *Gertz*.

What is fault? Put most simply: Did the reporter follow the same procedures that a fictional "reasonable and prudent" reporter would have taken under all circumstances?

Thus, even if the facts ultimately turn out to be wrong, the reporter still can prevail in the libel action if he or she can justify the methods used in reporting the story and can prove that he or she had no inkling of the falsity.

But to do so, the reporter must undergo the deposition process—pretrial questioning under oath from rival attorneys. The reporter also may have to take the witness stand, hear an expert plaintiff witness critically examine the method of gathering the story and undergo severe cross-examination.

Unfortunately, few reporters are prepared for this ordeal. They often do not make the best case to account for their reporting methods.

The best weapon available to the reporter under such conditions is to remain cool in the knowledge that you know your job much better than the lawyer does.

Points on reporting standards that lawyers often cover when questioning reporters were addressed at a recent communications law seminar sponsored by the Practising Law Institute in New York City. Although experienced journalists may find some of the underlying thoughts simplistic, they nevertheless represent legal thinking. A reporter forewarned is a reporter forearmed. Among the points:

- Is there an inference that only an adverse picture was to be presented in the article? Did the reporter ignore all or part of the information on one side of the story? Examine all the facts to see if there was a motive to slant the article.
- Did the article show prejudgment? If so, did such prejudgment prevent a full investigation of the facts? Can it be shown that there was an unfair gap between what was discovered in the investigation and what was published?
- What did the reporter do? Was there evidence of neutral reportage? (The freedom to report serious charges where the public interest is involved.) Examine the reporter's moves in compiling the story, not only from the reporter's standpoint but also by contacting all parties.

Defense attorneys say journalists can best deal with these kinds of questions by telling the truth and not letting the opposition attorney lead them into guessing. If a reporter truly does not remember, there is nothing at all wrong with answering, "I don't remember."

And, although lawyers will demand it, not every question can be satisfied by a yes or no answer. If a lawyer's badgering grows intense and your own attorney is not protecting you, do not be afraid to stand up for your rights. If truthful, give such equivocal answers as "yes and no" or "not necessarily." Then be prepared to explain such an answer.

Lawyers' tactics. Possible lines of questioning to establish "fault" under *Gertz* are numerous and complex. But lawyers engage in certain tactics that perhaps can be illustrated through a hypothetical cross-examination.

A reporter is investigating information that a local car dealer has generated more complaints with the Better Business Bureau than any other firm in the state. The information came from the former custodian of the bureau records, Miss X. Although Miss X no longer works for the BBB, the reporter—in checking her background—learns from the bureau manager that she was a valued employee and would be welcome back.

The reporter does not pursue this subject but moves on to question the manager about Miss X's allegations. When the manager discovers the real reason for the reporter's call, he becomes uncooperative and refuses to comment on the allegations. He abruptly terminates the conversation and won't accept further inquiries.

After the story is published, it turns out that there were numerous complaints against that dealership, but at least one other business had been the target of more. The dealer files a libel suit.

The plaintiff's lawyer attempts to show that the reporter's checking on Miss X's background was sub-standard:

Q. Now, isn't it true, sir, that an ex-employee who gives information must be treated with suspicion?

A. Yes.

Q. How did you check her out?

A. I called her former employer. When he said, "We would like to have her back"—well, when you learn that she is welcome back, I don't know of anything that would particularly affect her information. I did not ask why she quit because it was only important to know whether she was a valued employee, and I had to try to confirm her information.

Q. And would the question of how long she worked there be important?

Ridge is a lawyer and journalism professor at the University of Arizona, Tucson. He has testified as an expert witness on reporting standards in seven Arizona libel trials. Ridge also works summers as a copy editor for the International Herald Tribune in Paris.

PRESS
NEXT WITNESS!
AUTH

A. Unless the span of time would indicate she did not have access to the information, it would not be my standard to pursue it once I learned she was a valued employee

The time element. Another issue likely to come up in almost every libel case is time. Although juries generally can be made to understand a journalist's time constraints, the cross-examiner's sharpest attack could be along the lines of, "Why did this story have to be published today and not tomorrow?"

Ever since the 1967 Supreme Court decision in *Curtis Publishing Co. v. Butts*, attorneys have been trying to draw distinctions between "hot news" and "cold news." In *Butts*, the court ruled that the alleged selling of football team secrets by a nationally known former college coach was not "hot news."

In the car-dealer example, a reporter could face this kind of continued questioning:

Q. What in this article makes this hot news that needs to be published today, or it loses its news values?

A. This is a car dealership selling 600 new and used cars over the course of a month. That would translate to 20 a day. If you are a reader and planning to buy a car tomorrow, would you want the story held up a day? That's 20 people affected, and if the reporter has a good-faith belief through reasonable checking that there is a problem with the agency and the public is not aware of it, then he or she has an obligation to these 20 people to let them in on the secret.

The experienced attorney often will try to make light of such an answer, but the reporter should remain cool:

Q. Is it your testimony, then, that it is more important to rush a paper out than guard against libel?

A. No.

Another favorite tactic is trying to take the entire reporting and editing process out of context. In asking whether there were facts in the story that an editor would question, the cross-examining attorney would like for the jury to believe that the only thing the editor did all day was look at this one story. The reporter or an expert must make the point that this is not the case.

Q. Do you have an opinion as to whether this is an article that a reasonably prudent editor would question?

A. Well, we must step into the editor's shoes. An editor will have many, many articles go through his or her hands in the course of a day. In fact, one portion of this story did turn out later to have an error, but we must sit in the editor's chair at the time of the editing. None of the flags that usually alert editors are present in this story. If every editor approached every fact of every article as a research project in itself, the newspaper would never be published.

Beware the added question that slightly changes the entire factual context:

Q. Is it the practice of newspaper reporters that the most important items in a particular article are put first?

A. Yes.

Q. And if it is important to the article, is it also a practice that greater effort at verification are given items at the top of the story?

A. No.

Q. Is there greater responsibility on the part of a reporter or a newspaper to verify a fact concerning someone's reputation versus an innocuous account of the weather?

A. No.

Q. No? (unbelieving) Why not?

A. Well, your phrasing is difficult. I would say that in practice, every reporter knows what you are trying to say, but in actual fact and as a standard, every item has equal importance. Who can know what the consequences of misreporting the weather might be? I think it is very unprofessional judgment on an editor's part to view anything as relatively innocuous, whether it's the weather, House Bill 1023 or how an auto agency stands with the Better Business Bureau. It's a very dangerous thing for a reporter to say "this is an innocuous fact, so I have a lower duty to check on this than another fact, which is not innocuous." There are no innocuous facts in the context of news reporting.

Here is an example of one answer leading to false reasoning by the cross-examiner:

Q. To be fair and to have balance, shouldn't the reporter then put the Better Business Bureau manager's version in the article? (In this case, it was, "No comment.")

A. No.

Q. No matter what Mr. White said?

The best weapon available to the reporter under such conditions is to remain cool in the knowledge that you know your job much better than the lawyer does.

A. No. But what he said in this instance was not important to the story, and we have to confine ourselves to the facts of this reporting situation.

The reporter should remember that he or she has much more experience in the field being explored than the lawyer. Thus, the reporter often can spar successfully during cross-examination.

But watch out for truisms. Consider the following:

Q. Do you think a reasonably prudent reporter should publish untruths?

A. Known untruths?

Q. No, simply untruths.

At this point there was an objection, which was overruled.

A. I think I can answer it. The definition of actual malice is to publish something that you know is untrue. I don't think a reporter should knowingly publish an untruth.

Q. That really wasn't my question. (The original question is rephrased.)

A. I think we have a terrible problem. I have to know whether there was a knowledge of untruth. Mistakes happen in every field, even with the most prudent checking.

Often, a reporter or expert witness can clarify a journalistic myth. An example is the "two-source" rule, which burst upon the public with Watergate and often comes up in cross-examination:

Q. Doesn't the reporter need two sources to meet the normal journalistic standard of reporting?

A. If the sources are terrible, 20 sources wouldn't be enough. If the source is the custodian of the records, or the governor, or a public document, then there is no need to go out along the street and try to find someone who agrees. It is up to the reporter and editor. The two-source rule is a myth. The journalistic rule is that your source must be reliable and you must pursue additional sources until you have a good-faith belief in your information.

Another pitfall for reporters is questioning on codes of ethics.

Codes make some statements that, although they may be good advice, are not good law. Take, for example, this fine-sounding statement from the code of ethics of the Society of Professional Journalists, Sigma Delta Chi: "There is no excuse for inaccuracies."

If *Gertz* stands for one proposition, it is that inaccuracies without fault, or inaccuracies that crop up even where good reporting practices were followed, are not culpable in a court of law. Yet imagine this questioning and its effect on the jury:

Q. Do you agree with that part of the code of ethics of the Society of Professional Journalists which states: "There is no excuse for inaccuracies"?

A. The *Gertz* case screams against this fine-sounding proposition. This is returning to the old common-law, strict-liability standard—you print it, it turns out to be wrong, you lose—and ignores many libel defenses and the fault standard.

In our hypothetical case, even though the law allows a reporter to justify an inaccuracy, the code of ethics judges him guilty. The reporter is at a distinct disadvantage when trying to explain that the code should read: "There is no excuse for *negligent* innaccuracies."

More advice. Reporters also should remember that "how you testify can be as important as what you say," says Charles Kelly, a reporter for The Arizona Republic. Kelly was a witness in one of the libel cases stemming from the bombing death of reporter Don Bolles. He suggests that reporters:

1. Dispel the image of the reporter who rushes into a bar, gets a tip from a bartender, writes it on the back of a matchbook and dashes back to the newspaper with a "scoop." Watch body movements, such as scratching and twitching. Do not appear either arrogant or unconcerned in your answers, and do not let self-evident questions lead you into facetious answers.
2. Listen carefully to the questions, and think a moment before answering.
3. Do not change your attitude when you are being questioned by a friendly attorney.
4. Be honest and project the image that you are in the business of dealing in fact.

Kelly also advises the reporter to consider potential testimony even before turning a story in: "Consider your sources once again," he says. "Would they make good witnesses? Would they turn on you if the going were to get rough? It happens. Perhaps you need just one more source, just one more document."

In other words, cross-examine yourself, and you may never end up on the witness stand. ☐

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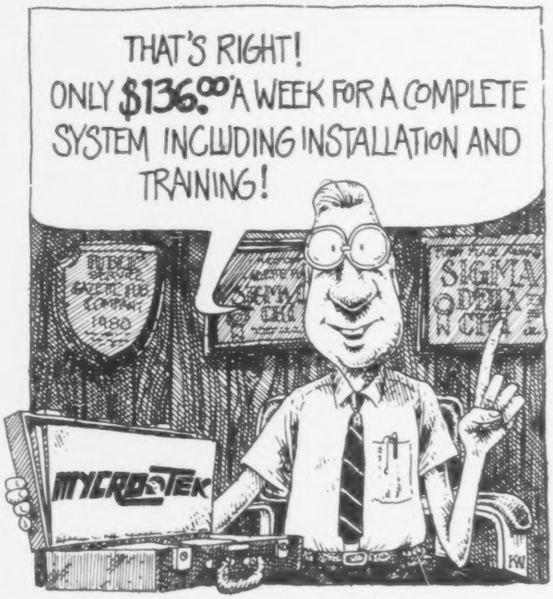
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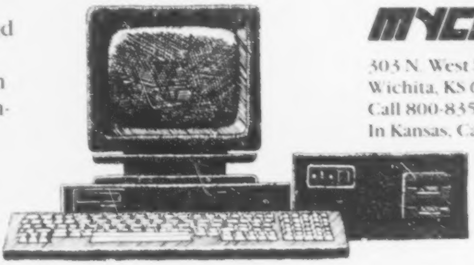

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RESUMES VERSUS REALITY

Checking REFERENCES

Newspaper personnel specialists employ various techniques to obtain information about prospective new employees

BY CLARK NEWSOM
and MARK INGHAM

Making employment decisions has never been an easy process. It is being complicated further by precautions that many organizations are taking to protect themselves from lawsuits over the process of reference checking.

"You can't get the references you used to be able to get," says Gerri Cordle, vice president and director of employee relations at The Orlando (Fla.) Sentinel.

Newsom is presstime *labor writer; Ingham is ANPA personnel relations associate.*

While precautions are not necessarily new—IBM stopped providing references in the 1960s—experts say that more companies are developing official policies that restrict the flow of information to potential employers.

The precautions may be well-advised. At least two newspapers have been sued over their handling of reference checks. William J. Dritsas, an attorney in the San Francisco office of Seyfarth, Shaw, Fairweather & Geraldson, says he is defending two California dailies against slander claims and one alleged violation of the state's labor code arising from references given regarding former employees. The code provides for monetary damages.

Newsday's Sanchez checks a previous employer about a prospective employee.

In many ways, reference checking may be more important than ever as today's highly competitive job market creates a tendency for job seekers to inflate some of their qualifications on resumes and in interviews.

Yet, because of the fear of litigation, many organizations will neither confirm nor deny such qualifications, especially where a subjective evaluation may be required.

"My recommendation is to give only name, rank and serial number" to requests for information about former employees, says Joanne H. Saunders, a Chicago labor attorney. Unfortunately, she adds, treating everyone the same "protects the lousy employee and discriminates against the good employee."

James P. Spangler, director of employee relations at The Wichita (Kan.) Eagle-Beacon, says his newspaper provides only job titles and dates of employment for reference inquiries.

Even though they are reluctant to give information to others, newspaper personnel specialists remain eager to obtain information on prospective new employees. Spangler emphasizes that thorough reference checking is an essential part of the selection process and one of the best indicators of the future success of prospective employees.

And another Kansas newspaper executive, William C. Barlow, corporate personnel manager for Stauffer Communications of Topeka, says, "I tell my unit managers to get as much information as possible and to give as little as possible." Stauffer's employment application includes a release authorizing the company to check references.

Barlow stresses the importance of reference checking, citing a report showing that 66 percent of all resumes are misleading in some way. "The purpose of the reference check is to identify differences among candidates with similar credentials," he says.

Some newspapers, such as the San Jose (Calif.) Mercury News and The New York Times, run credit checks with local credit bureaus on new employees who will be handling money, such as circulation district managers and cashiers in the accounting department.

To verify academic degrees, the Times has prospective employees sign a form that is sent to the college or university, according to William G. O'Fallon, director of human resources.

But even a college can produce inaccurate information about someone who went to school there and is now seeking a job. Barbara Sanchez, editorial personnel manager of Long Island, N.Y.-based Newsday, says that "at least five times I've been told (by a college) that someone did not have a degree." Further checking verified that the person actually had the claimed degree.

In spite of policies against giving out too much information, many interviewers say they still can get information by calling a previous employer. "Many people are not careful in giving out information," says Sanchez. "It's unbelievable the type of information you get."

When a former employer is reluctant to supply information, personnel specialists say experienced reference checkers can get positive and negative information from offhand comments, voice inflections and hesitations. "They get pretty savvy in picking up signals," says Marilyn Lee, corporate director of human resources for The Times Mirror Co. in Los Angeles.

Lee says she advises the group's newspapers to have all requests for references referred to the newspaper's personnel department rather than be handled by supervisors.

Similarly, San Francisco lawyer Dritsas says it's "critical" that supervisors refer calls to personnel departments. "Employers get in trouble when they don't have such a policy," he says, noting that a friend of a former employee may call a supervisor and pretend to be a potential employer—just to find out what's being said about him or her.

Although he hasn't seen it happen yet, Dritsas says he wouldn't be surprised to see a case where the new employer of a worker sues the former employer for giving false information on the person hired.

Checking the network. The most popular way around the official policies to give only minimal information is informal networking. There is almost always a former employer willing to share some information off-the-record. "That's how you get your best reference," says Denis P. Albright, manager of human resources at Woodward Communications in Dubuque, Iowa, which publishes the Telegraph Herald there.

But such techniques may not always result in the hiring of the best employees. For example, "the old-boy/girl network" tends to perpetuate itself at the expense of minorities, observers note.

Newspapers may be losing some valuable diversity in their work forces by only hiring "someone who knows someone," says Madelyn P. Jennings, senior vice president/personnel and administration at Gannett Co.

> *The possibility of lawsuits has prompted some papers to tighten up on information they give out about job seekers.*

Considering "the enormous cost of one bad hire," says H.O. (Tommy) Thomasson, vice president/human resources for Toronto-based Southam Inc., the cost of memberships in newspaper organizations such as the Newspaper Personnel Relations Association, International Circulation Managers Association, American Society of Newspaper Editors and ANPA is negligible. "One of the great values of associations is that you get to know people," he says. "Information is hard to come by unless you know the person you're talking to."

Thomasson also notes that most cities have local personnel organizations where executives from various industries meet and exchange information "on a one-on-one basis."

To illustrate the importance of reference checking, Thomasson recalls a reporter who worked in two Canadian and four U.S. cities before "a small paper in New York state" checked with a newspaper in England where the reporter claimed to have been employed and found he had never worked there. "It turns out he used aliases and was wanted for fraud," the Southam executive says. "He was arrested by immigration authorities."

Experts say that there are many ways to check references, some better than others. The best checks are done in person, but such interviews are not always possible.

Much checking is done through correspondence, which almost always is restricted to objective information because of the fear of libel suits.

W. Rip Collins, personnel and training consultant for the Industrial Relations Bureau in San Francisco, says he advises newspapers not to respond over the telephone to reference requests. "Several newspapers have as a written policy that they will not respond to a request unless it is in writing," he says.

Even so, the telephone interview is the most common form of reference checking. Employment managers who do a lot of checking have some suggestions for getting the right kinds of information by phone. Barlow of Topeka recommends that the job applicant's personal interviewer and the reference checker be the same person.

Chester A. (Chet) Hopkins of Handy Associates, an executive search firm in New York City, says he makes a list of topics to be addressed but tries to let the person giving the reference talk as much as possible. In many cases, he will try to get an additional reference by asking who else might know about the candidate.

When possible, Hopkins likes to interview former subordinates as well as superiors to get a complete picture of the individual. Also, while he discounts the value of personal character references, Hopkins says he likes to ask them about the individual's weak points.

In responses to reference checks, "what is not said is often as important as what is said," remarks Jack E. Lohnes, managing director of Spencer Stuart, an international executive search firm in New York City.

Lohnes likes to describe the specific position and situation for which he is recruiting to get the comments focused as much as possible. For example, if he is looking for someone to handle a new distribution system, he may ask for examples of past experiences with such systems. If the reference is unable to provide examples or suggests that the employee may have had more pertinent experience with another employer, Lohnes interprets this as a possible reflection of the employee's abilities.

Experts caution that these and other reference-checking techniques are not infallible. In the end, they say, it may be necessary to rely on simple good judgment.

"Elaborate checking may rule out a lot of people who may be good employees," says Gerald W. (Jerry) Wright, director of personnel and industrial relations for The Tampa Tribune. ☐

Special Report

DAILY
TIMES
WEEKLY
TIMES

DAILY OR WEEKLY?

Publishers weigh many factors when deciding a change in publishing frequency. High on the list are health of the local economy and what the market will allow.

BY BARBARA J. FRIEDMAN
presstime staff writer

In 1985, something special happened in Hilton Head, S.C., and Mount Vernon, Ind.

On Hilton Head—an island known as a posh place to vacation or retire—The Island Packet crossed the short but high bridge between dailies and non-dailies. Riding the momentum of an expanding retail market, the triweekly Packet began publishing five days a week. With circulation of about 12,000, the paper also was pushed forward by its wide acceptance in the island's growing number of homes.

Hilton Head is "a fairly insulated community" that is "very interested in itself," says Publisher Ben T. Banks.

In Southwest Indiana, the Mount Vernon Democrat crossed the same bridge—but heading the other direction. Influenced by the loss of a major advertiser to direct mail, the 3,671-circulation Democrat—after more than 70 years of daily publication—became a semiweekly. But direct-mail competition was only the immediate cause of the Democrat's troubles.

"I don't think this community should ever have had a daily," says William A. Brooks, the newspaper's editor and general manager. "The revenue base isn't there."

Since the start of 1981, at least 51 U.S. and Canadian newspapers have traveled the bridge separating dailies and non-dailies. Of those crossing, 27 (53 percent) cut publication days to once, twice or three times a week. The other 24 (47 percent) added days to appear five or more times a week.

In the early part of the decade, retreats from daily publication often outnumbered advances by a wide margin. More recently, advances have slightly exceeded retreats.

While each crossing is different, newspaper executives repeatedly refer to the local market when explaining traffic on the bridge. Oftentimes, markets of newspapers making the trip to the daily-publication side show clear signs of actual or promised growth that can produce new revenue to cover the higher costs of publishing daily. For newspapers heading the other way, the impetus sometimes lies in a disappointing market or the search for a niche.

Dailies belong to "an expensive club," says William E. Branen, publisher of the semiweekly Burlington (Wis.) Standard Press. Membership requires paying for the stock quotes, comics, expanded news coverage and the wire service a non-daily can do without.

"Every market stands on its own two feet," says S.W. Papert, president of The Papert Cos. Inc., a national firm of advertising representatives. But "there really is only one factor. That is advertising support."

Allan Meath, executive vice president of acquisitive Park Newspapers, says "I've never bought a newspaper. I've bought a market." Such logic led Park to buy The McDowell News, formerly a triweekly in Marion, N.C., and make it a daily Oct. 1.

H. Doyle Harvill, vice president of Multimedia Newspaper Co., says the local market "determines the retail sales base," and that is the "primary indicator in any community whether it can support a daily."

Multimedia has a new daily in Mountain Home, Ark., an area that like Hilton Head, has benefited from people building second homes. New dailies are also found in towns with a robust economic base, like Leesville, La., where the economy depends heavily on timber and an expanding military base.

As suggested by what happened in Hilton Head, Marion, Mountain Home and Leesville, nearly all of the newspapers that stepped up to daily status since the start of 1981 are in the Sun Belt.

And there are more to come. John C. Ginn, president of Harte-Hanks Communications Inc.'s Southeastern Group, says that company is grooming three of its Sun Belt non-dailies to become dailies. He says they are located in areas with growing retail bases, have high penetration figures and enjoy strong acceptance among readers.

Newspapers that over the past five years reverted to non-dailies are found across the United States, including the Sun Belt, and in Canada's British Columbia and Yukon.

That side of the bridge—the non-daily side—has about 7,400 newspapers and shoppers in the United States and 717 in Canada. These numbers are more than four times the daily category—1,688 in the United States and 113 in Canada.

However, experts say that only a small percentage of the non-dailies are in markets that make them legitimate candidates to go daily. Multimedia's Harvill says he suspects most non-dailies' markets "won't support it."

The pool of non-dailies includes thousands with paid circulations, but many others are free-circulation papers that are marketed as a package with a local daily.

The types of non-dailies being operated by groups like Harte-Hanks run the gamut. The varieties include shoppers and free newspapers as well as those that charge by the copy and by subscription. Sometimes they are sold as a package and sometimes alone.

DAILY NEWS
U.S. TO GRILL
SPORTS

Montgomery Newspapers' John A. Rankin delivers his papers weekly now since the change from daily publication.

Roadblocks. "A great number" of newspapers, after becoming semiweeklies or triweeklies, have stopped short of becoming dailies, says Branen of the Burlington Standard Press. There are many reasons:

High on the list is competition for advertising from larger, established dailies, Branen says. Such papers have an edge with retail chains, and "most every town, no matter what the size, is dominated by chains." Advertising is bought regionally or nationally with an eye on "numbers" rather than "loyalty to a local paper." New smaller dailies are at a disadvantage, he maintains.

In contrast, non-dailies compete for advertising in another league. As "an entirely different product," non-dailies with high penetration can grab off some of a chain store's advertising through a close relationship with the manager at the local store, Branen says.

The preference of regional and national advertisers for an established daily—especially one owned by a newspaper group—is proving to be a sticky problem for a Georgia weekly that went daily July 2.

The Gainesville Tribune, after 26 years as a weekly and a recent change of ownership, chose to go head-to-head with Gannett's Gainesville daily, The Times, which is a weekday p.m. and Sunday-morning paper with a circulation of 20,965. The Tribune now publishes mornings except Sunday and Monday. Don Palmer, the Tribune's publisher, says circulation at the paper he owns with his wife has risen from about 7,000 when it was weekly to about 10,000 as a daily.

However, he adds, the Gannett paper "sitting across the street" makes it difficult to get advertising from "large chains that make decisions on a regional and national basis. That holds us down."

Another reason for non-dailies' hesitation is the double-barrel risk of higher cost and resistance from loyal readers.

Branen, a newspaper consultant as well as an owner, says cost can jump as much as 300 to 500 percent, depending on a particular newspaper's operation, its market and the number of publication days being added.

But like most rules of thumb, the one about skyrocketing costs was made to be broken. At the Island Packet in Hilton Head, Banks says operating costs rose only about 25 to 30 percent when it went daily. However, the Packet is atypical on two important counts: It is printed at another newspaper owned by the parent company, and it was already largely distributed by carriers before becoming a daily.

When a newspaper goes daily, the biggest new costs tend to be associated with distribution, newsprint and editorial content, Branen says. Pressrooms, on the other hand, usually require little additional investment. From the standpoint of press capacity at non-dailies, "I know very few of them that couldn't go daily tomorrow," Branen says.

The press may not be a problem, but readers can be. Sometimes, they do not take kindly to change.

With circulation of 13,604, the Burlington Standard Press is large enough to become a daily but does not, Branen says, because there are "too many good dailies around us" and "we'd just be duplicating services." Also, his semiweekly Press can "offer so much more local news and not bore our readers." A non-daily is free to devote all its resources to covering a community, Branen notes.

People in Mountain Home, site of Multimedia's new Arkansas daily, were reluctant to give up the community's triweekly, says Vice President Harvill. Their reaction, he says, was, "We don't need a daily."

According to Harvill, "The reader there is like in a lot of places like that," where people do not want to see a town "grow too much."

Other executives who helped guide newspapers to daily publication tell similar stories. Harte-Hanks encountered this attitude in surveys by non-dailies. The company found it puzzling and dug deeper.

The people surveyed were often reading "lazy, sleepy newspapers" filled with stories on subjects like who was on the honor roll and who made Eagle Scout, says Ginn.

"People have a limited appetite for that kind of information" and said they did not want more. The answers translated to a thumbs-down on getting it every day.

So Harte-Hanks tried an experiment at one of its triweeklies being considered for daily publication. The premise was that news with broader appeal—often hard news—would arouse readers' interest and lay the groundwork for going daily.

The biggest costs of going daily are associated with distribution, newsprint and editorial content.

William E. Branen

Reporters were retrained to do a better job of finding and writing such news. Within eight months, the paper's circulation rose from 5,500 to 10,000, despite a downturn in the local economy, and the town's interest in having a daily "dramatically increased," Ginn says.

Even when a growing market beckons, a non-daily can be better off financially—at least in the short run—by staying put.

Dailies are not necessarily more profitable, says Thomas F. Matthews, president and publisher of the triweekly Tracy (Calif.) Press. And "the size of the retail base by itself does not justify going daily.

"Sometimes it's more profitable to run a three-day-a-week paper if you can maintain your position in the market," he says.

One reason is that publishing on a less-than-daily basis, newspapers have more open press time than other newspapers for lucrative commercial printing [presstime, June 1985, p. 14].

The Press, which is about 60 miles east of San Francisco, has been seriously considering going daily. But taking that step, Matthews says, would mean giving up part of an extensive commercial printing business. And that business is "sometimes more profitable" than putting out a daily, he says.

Roger W. Coover, publisher of The Union-Recorder in Milledgeville, Ga., which became a daily in 1982, agrees. Commercial work, "if you can get it and keep it, is more profitable" than putting out a daily, he says.

On the other hand, commercial work is viewed in some quarters as a prelude to going daily because it enables pressroom crews to become acclimated to the rigors of putting out a paper five or more times a week.

Commercial printing aside, new dailies must work hard to make sure rising revenues are not swamped by rising costs.

Harte-Hanks' Ginn says it is fair to assume that dollar for dollar, a new daily, at least in its first year, will not be as profitable as a non-daily. Coover agrees.

However, some other executives say profit margins increased or held steady in the first year of daily publication.

At The Baxter-Bulletin, Multimedia's eight-month-old daily, increases in revenues have so far outrun increases in costs, Harvill says. Of the decision to go daily, he says, "We wouldn't have done it if we were going to lose money."

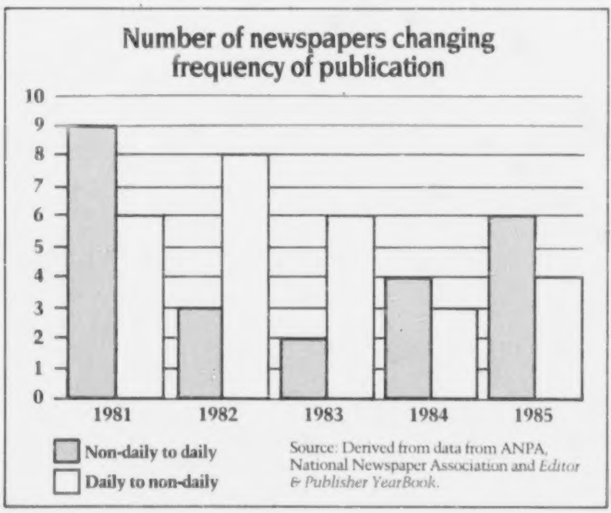
If a potential loss in profitability weighs against a decision to become a daily, there are benefits. Matthews names three: maintaining a newspaper's position in a market, flexibility for advertisers and timeliness for readers.

Advertisers like the flexibility of extra days of publication, especially when regional or company-wide policies specify certain days for ads to run, he observes. As for timeliness, "in a small-town, people like to know what's going on as soon as it happens."

The benefits can also range from institutional pride to a paper's enhanced value as a possible acquisition. Former non-dailies that successfully make the transition to daily are much more valuable in the newspaper marketplace, says Charles A. Lyons, president of Chesapeake Publishing Co., which owns dailies and non-dailies.

The bad news, Lyons says, is that a botched attempt to

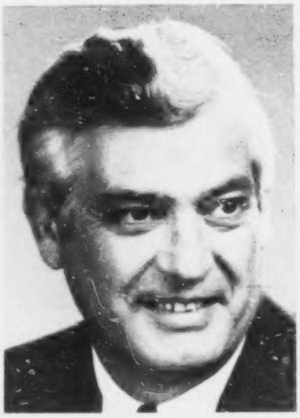
Number of newspapers changing frequency of publication



Source: Derived from data from ANPA, National Newspaper Association and *Editor & Publisher YearBook*.

Alberto Pacheco

become a daily can disrupt the well-being of a newspaper's employees and its balance sheet. "The worst thing you can do is change frequency prematurely."



Sometimes it's more profitable to run a non-daily paper if you can maintain market position.

Thomas F. Matthews

The path to daily. To ease the transition to daily publication, weeklies nearly always become semi-weeklies or triweeklies first. That way the final move is less difficult.

Other factors, such as total-market-coverage programs, can also help smooth the change. That's because by publishing a shopper or free-circulation paper, non-dailies have a stable circulation base to offer advertisers. Frequently, Branen notes, circulation drops when a non-daily goes daily.

But beyond these few similarities, the paths to daily publication in this decade have diverged. Some non-dailies, such as the Gainesville Tribune, plunged into markets as the second daily in town; others, such as Multimedia's Baxter-Bulletin, had an open field; and still others found a place within the circulation territory of metropolitan dailies.

A few non-dailies, such as the Contra Costa Times in Walnut Creek, Calif., were free-circulation newspapers before converting to paid dailies. (See story, p. 30.)

Despite planning and strategies designed to make the non-dailies' transition easier, the newspapers often find that dailies live in a different world with good features and bad. Daily publication means a new set of ways to trip as well as to soar for people in the advertising, editorial and especially circulation departments.

In selling classified advertising, "You open all kinds of sales opportunities when you increase your frequency," Multimedia's Harvill says. "It's tough to sell a classified four weeks in a row; it's easy four days in a row."

On the other hand, the same newspaper has a shorter shelf life. When the same paper sits in a newsrack or in a store for a few days, it stands a better chance of being sold.

For a circulation department, becoming a daily means grappling with the delicate issue of subscriber rates and the headache of setting up a carrier system. Newspapers that go daily can no longer rely, as most non-dailies do, on the mail and single-copy outlets as ways of reaching readers.

One former non-daily that had reached its far-flung subscribers by mail began delivering to waiting carriers by airplane. Mark N. Trahant, editor and publisher of the Navajo Times Today in Window Rock, Ariz., which went daily last year, says air-delivery was the only feasible way to maintain outlying subscribership in a circulation area spread across 25,000 square miles.

Mapping a carrier route was the biggest pain in becoming a daily for newspapers like the Baxter-Bulletin that previously were mailed or sold by the single copy. Setting up production schedules was, "by comparison, child's play," says Publisher Wayne E. Gay.

To map the routes, the Baxter-Bulletin circulation staff had to locate every house in what Gay describes as a "fairly rural area. . . . You can imagine traveling around these lakes and rivers," he says of the rural Arkansas area around Mountain Home. "It took a lot of man-hours."

As for setting subscription rates, Gay calls the task "a tough one." Worried about losing readers but also about bringing in circulation revenue, different newspapers responded in different ways.

At the Packet in Hilton Head, customers starting this month will pay double the old rate of $18 a year for getting five instead of three newspapers a week. The Packet faces no locally produced, daily competition on the island.

At the Baxter-Bulletin, which also has a fairly open field, the new yearly rate was set at $29.84—about a 60-percent increase over the triweekly's price. Gay, who calls the new rate "cheap," says, "We want to keep our numbers up."

But the Arkansas daily wanted subscribers "to know it's nice to have a newspaper every day," Gay says. "So we let them renew at the old rate for a year, knowing that we're taking a beating."

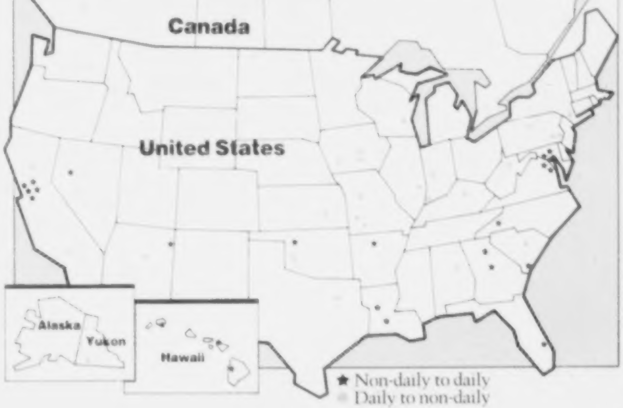
But the worst problem for one newspaper was a snap for another. Like the markets the new dailies serve, the experiences reported were more like squares on a checkerboard than threads in ribbon.

Goodbye to daily publication. As with the choice of becoming a daily, the decision to go the other way often hinges on a reading of the local market. But, within that general rule, there are many factors that can persuade or force a daily to publish fewer days. The pulls can range from the search for a niche to a response to a sparse retail base. The latter had much to do with changes at the Democrat in Mount Vernon.

That Indiana paper had a habit of losing money even after it was acquired by Landmark Communications Inc. in 1980. Landmark improved salaries and benefits, offered extras like tuition reimbursement, and set the minimum number of pages per day at eight.

The daily's staff and readers benefited, but the bottom line continued to sag. Generally, the paper was losing money three out of the five days of publication, says Brooks, the general manager and editor.

Major changes in publication schedules, 1981-85



Alberto Pacheco

Mount Vernon Democrat's Brooks says weak retail advertising led to shift from daily to twice-weekly.

Tradition and the road system were on the side of two of the Democrat's competitors 15 miles of interstate highway away. Most of the area's retail stores are in Evansville, dominated by The Evansville Courier, which is independently owned, and Scripps Howard's Evansville Press. Those papers have a joint operating arrangement.

Evansville has the good fortune to be at the hub of the area's interstate system. By contrast, the roads linking Mount Vernon with other towns in the vicinity are secondary roads that Brooks describes as "the pits." So despite Mount Vernon's "great" and growing industrial base, "people shop in Evansville" and the retail advertising follows them, Brooks says.

What's more, advertising in the Democrat became noticeably skimpier when the regional headquarters of K mart decided to switch from newspaper inserts to third-class mail delivery through Advo-System Inc., Brooks says.

Max Heath, vice president and executive editor of Landmark Community Newspapers Inc., says K mart's decision cost the newspaper $40,000 to $50,000 a year. The Democrat had been printing an eight-page, color insert almost weekly for the retail chain. "We bought the newspaper on the strength of having a K mart" account, Heath says.

So last May 1, the Democrat switched to twice-a-week publication, a move that substantially cut costs but did not make the town "too happy," Brooks says. Since then, improvements in the advertising department combined with lower costs have improved the paper's profit margins. "In other words, they exist now," says Brooks. "We're not bringing it in in wheelbarrows, but at least the ink is black."

It was the lure of a niche that pulled the Camden (S.C.) Chronicle-Independent back from daily to triweekly publication in 1982.

Camden—a pretty town in the middle of horse country—is 25 miles from Columbia, home of the state capital and South Carolina's largest daily, The State. Glenn G. Tucker, the Independent's editor and co-publisher, says the Columbia paper has "heavy penetration" in his paper's territory.

Faced with a strong rival and, more importantly, with the results of a market survey, the Independent "decided finally that people here were more attuned to a non-daily, completely local paper," Tucker says. So the paper became a triweekly and made changes that included dropping its price. Since then, paid circulation has risen from a low of 5,200 when the Independent was a daily to 6,400 recently. "We've found our niche," Tucker says.

In the Philadelphia suburbs, a belief in the need and market for local news led to changes at two suburban dailies. In 1982 and 1984, respectively, Today's Post in King of Prussia and Today's Spirit in Hatsboro became non-dailies. They are among the 14 suburban newspapers owned by Montgomery Newspapers of Fort Washington, Pa.

The decision improved the newspapers' profitability and took them out of head-to-head competition with The Philadelphia Inquirer.

However, William E. Strasburg, president and publisher of Montgomery Newspapers, says the move was neither defensive nor a response to a sluggish retail market. On the contrary, he notes Today's Post has offices in one of the largest shopping centers in the United States. And the Inquirer had only 30 percent penetration in the two newspapers' circulation area at the time the two Montgomery papers converted to non-daily, he says.

Part of the rationale for giving up daily frequency stemmed from research that showed most readers in King of Prussia and Hatsboro preferred getting local news in less frequent doses, and most were getting the bulk of their national and international news from television and from the Inquirer, Strasburg says.

Taking heed, Strasburg turned Today's Spirit into a once-a-week newspaper and has seen paid circulation rise from 7,200 to 8,500, he says. That increase has probably been helped along by the 65-percent drop in the subscription rate. Today's Post went from being a paid daily of about 10,000 circulation to a 44,000-circulation, predominantly free weekly.

Since the switch in publication frequency, the profitability of both papers has shown "good improvement," says Strasburg, who declines to give figures. Costs are down—particularly for distribution, newsprint and news gathering—and more press time is available for commercial printing, he notes. The newspapers no longer purchase wire services, comics or stock quotes.

Non-dailies have more of a niche next to metropolitan dailies,

Bob Gonzalez, The Union-Recorder

Milledgeville daily has benefited from new shopping center.

Strasburg believes, because they are in a good position to satisfy the public's growing appetite for local news. "He profits most who serves best," the Montgomery Newspapers executive says. Asked if he would consider making the newspapers daily again, Strasburg replies, "No, because we've been through that route."

Tribulations and profits. Here are some snapshots of newspapers that moved to daily publication in the last five years and one that made the move earlier:

- In Louisiana, the stands of timber that feed local sawmills have kept the area growing in "our lean years," says Jim Merritt, general manager of the Leesville Leader. More recently, nearby Fort Polk has helped make Leesville "one of the few areas in Louisiana that is presently growing," he says. The town, population about 9,000, is in the ankle of the Louisiana boot, about 210 miles northwest of New Orleans.

Partly on the strength of recent growth and the arrival of a new shopping center with big advertising spenders like Sears Roebuck and Co., the newspaper decided "it was time" to become a daily, according to Merritt.

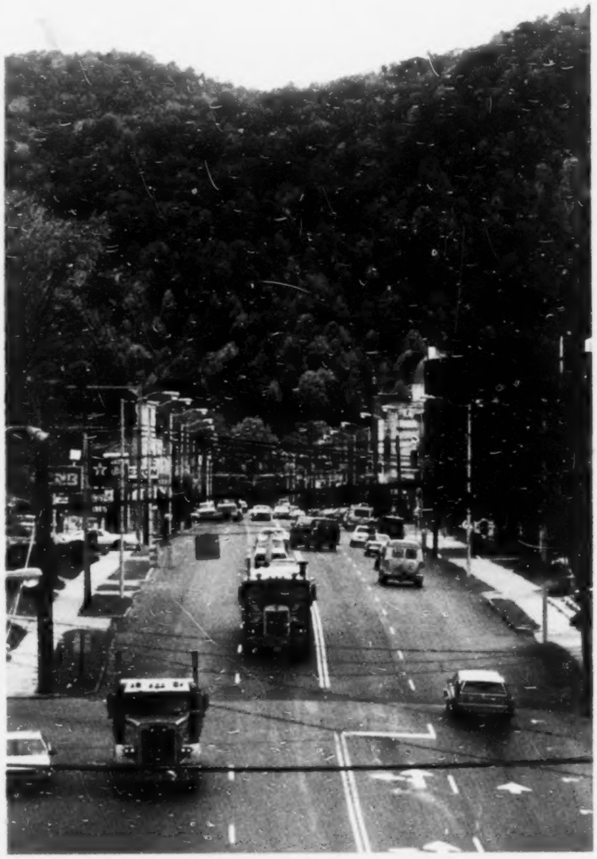
So in the spring of 1984, the Leader added Tuesday, Wednesday and Friday to the Thursdays and Sundays it had been publishing. Except for a short deviation, the paper's editorial focus has stayed geared toward "giving people what they want," Merritt says, and "that means 'local' 99 times out of 100."

In the transition to daily publication, the Leader's payroll grew from 18 to 23 people as two joined the editorial staff and three part-timers went to work in production. The additional staff and newsprint were the biggest costs of becoming a daily.

During that first year, costs and revenues rose at about the same rate. To the newspaper's surprise, it was spending as much extra as it was making, Merritt says.

Because the Shreveport Times and the Times-Picayune/States-Item of New Orleans sell in Leesville, the Leader was not able to charge as much for five-days-a-week publication as it had hoped. A survey before becoming a daily told the Leader that it would have to set circulation rates below its big-city competition.

The Leader has apparently overcome what Merritt describes as readers' doubts about the need for a daily. The newspaper's circulation has risen from 6,800 as a semiweekly to 8,100, he says. The Leader is also publishing a free-circulation newspaper.



Scott McAlpine, The McDowell News

With an eye on past and expected growth in Marion, N.C., The McDowell News became a daily Oct. 1.

In 1985, the Leader produced more pages without further increases in staff and cut costs elsewhere. The general manager says the changes have helped make the daily more profitable than the semiweekly.

Looking back, Merritt has two main thoughts about the switch to daily publication. The worst hurdle had nothing to do with money, he says. As a semiweekly, "You only live with urgency twice a week. With a daily you live with urgency every day," and that "takes it toll."

His second thought is: "You have to be a smart operator in a small town to make a five-day newspaper work for you."

- In Oklahoma, the economy around Woodward has turned sour on Leon Fetzer, who converted a semiweekly paper to the daily Woodward News last March. The area's staples of agriculture and oil are suffering, and the hoped-for increase in the town's advertising base hasn't happened, he says.

Fetzer had another problem that he solved in October by buying the rival Woodward Daily Press. With the Press' purchase and merger with Fetzer's newspaper, Woodward is again a one-daily town. Fetzer, who grew up in Woodward—a town of 15,000 about 120 miles northwest of Oklahoma City—had wondered earlier "how many newspapers the town can support."

Fetzer bought the semiweekly in February 1984. Soon thereafter, "to get our product out there to show what we had in mind," he started a free-circulation paper. In the meantime, he kept his semiweekly's 750 paying subcribers. On the day he began publishing five days a week, the free-circulation paper died and the paid newspaper assumed its name.

Fetzer says he has spent heavily on the News. "We put out a nice paper" with "process color every day," he says. Subscribers apparently agree. By Fetzer's count, paid circulation climbed recently to 8,200.

Fetzer says he decided to start the second daily in town because "we thought we could be competitive with a better product." Reviewing the just-ended, seven-month rivalry, he says simply, "We won."

When Woodward had two dailies, the News was not making a profit but was "getting close," assuming continued growth, Fetzer says. The merger, he adds, will not "make us immediately profitable."

For newspapers considering becoming the second daily in town, Fetzer has some advice: Be ready for "a long haul" and consistently put out a better product than the competiton.

- In Milledgeville, Ga., state government is an inescapable presence. The town, which is 90 miles southeast of Atlanta, has the state's largest prison and a huge mental hospital. Besides two colleges and a textile mill, the town of about 15,000 added factories making airplane parts and air conditioners to its economy in the 1970s.

The community was growing, says Coover, publisher of The Union-Recorder there, and the paper wanted to help the process by becoming a daily. The long view was "that growth would come back to us."

In the short run, the decision to turn The Union-Recorder from a semiweekly into a daily in 1982 cost its owners, Knight-Ridder Newspapers Inc.

In the first two years after the switch, The Union-Recorder "had to accept lower profits" as rising costs outran rising revenues, Coover says. But by continuing to do commercial printing, he adds, the newspaper was able to minimize the drop in profits.

As a semiweekly, the newspaper's commercial printing earned about $1 million a year or about 40 percent of the newspaper's revenues, he says. Commercial business was good enough to help keep two press shifts working five days a week. A pressroom used to that kind of schedule found the adjustment to printing a daily newspaper a snap.

In anticipation of becoming a daily, The Union-Recorder added wire services and staff prior to the actual conversion. The preparation also included building new facilities.

As a daily, the paper made a commitment to publishing at least 12 pages a day, no matter how sparse the advertising.

Although The Union-Recorder competes against other dailies, including Knight-Ridder's Macon Telegraph & News, the newspaper accepted only paid-in-advance subscriptions and raised the price 250 percent.

Shortly after the conversion, circulation dropped about 1,000 to 7,000, with most of the losses coming in single-copy sales, Coover says. Circulation revenue rose 150 percent, he adds, but the increase merely covered the jump in distribution costs.

To any newspaper contemplating becoming a daily, Coover suggests that it "sit down and really make the projections" and "look at the growth in the market. . . . Be sure to take your desire [for the status of being a daily] out of the picture."

- In Beavercreek, Ohio, Chris Mitsoff wanted to know what to expect before turning his triweekly into a daily. So in the early 1970s, he checked with several other publishers. Mitsoff says "the oldtimers" cautioned him to "count on a pretty drastic drop in circulation." He was told people do not like a familiar non-

Some free newspapers have made a double conversion

In addition to the newspaper traffic between non-daily and daily publication there is a similar, though less-traveled route from free to paid circulation. Some papers have taken both trips.

The Contra Costa Times of Walnut Creek, Calif., since 1961 has gone from triweekly to daily publication, then from free to paid circulation.

Others have done the same. For example, the West County Times of Pinole, Calif., is in the process of converting to paid circulation after increasing frequency in 1982 from triweekly to daily. Like the Contra Costa Times, it is owned by Lesher Communications Inc. and circulates in Contra Costa County, an expanding market about 30 miles east of San Francisco.

The Contra Costa Times has a history that dates to 1913. In 1965, the free-circulation paper joined the ranks of dailies by starting publication five days a week. In the spring of 1981, it was publishing seven days and counted approximately 54,000 of its 115,000 circulation as paid.

At that point, management "felt it had a strong enough product to begin conversion to a [totally] paid newspaper," says Michael Switzer, assistant circulation manager. He adds that "the marketplace here is one of the fastest growing in the state" and has been for some time.

Over an 18-month period that started in the spring of 1981, the newspaper used extensive sampling and an advertising blitz to convince people that the Times was worth paying for. In the meantime, a shopper—Times Plus—helped keep penetration high.

Recently, the Times reported weekday paid circulation of 82,151 and Sunday paid circulation of 85,951—about 28,000 higher than when the campaign began.

Some of the gains come from Walnut Creek's growing population and some from the success of the campaign to convert free circulation to paid, Switzer says.

The Contra Costa paper was not the first to make paying customers out of people who were accustomed to getting a free newspaper. One well-known California pioneer was the Tribune Co.'s Valley News in Van Nuys, which began a conversion campaign in 1975. [presstime, Oct. 1980, p. 8]. These days the newspaper is called the Los Angeles Daily News and has paid weekday circulation of 150,403.

Switzer says readers were persuaded to pay for the Contra Costa Times largely because it "was and is a good paper" and "that really made the difference. . . . It looked like a real newspaper" rather than a shopper.

Beyond that, the newspaper followed a careful campaign to turn its readers into paying customers.

First, readers began getting a flier that told them a change was coming but did not give details. Next, one week before the conversion was to start, fliers began appearing at readers' homes, telling them the newspaper would no longer be distributed free. Each day's flier—with the logo "Your Time Is Running Out"—highlighted some feature in the newspaper, like sports. The last day, on a flier saying "Your Time Has Run Out," readers were offered a 50-percent discount on a subscription.

Next, for two months, people who did not subscribe were skipped as delivery was made. Then, district by district, the newspaper began offering free samples. At any point in the 18-month period, non-subscribers were getting a free sample one week in four. The other three weeks they received the shopper.

The sampling rotation served two purposes. The Times was offered enough to whet a reader's appetite but "not so frequently" as to satisfy the need for a newspaper, Switzer says. Also, the samples enabled the newspaper to deliver on its guarantee to advertisers of a circulation of 90,000.

And as paid circulation climbs, the number of samples shrinks. By last summer, non-subscribers were getting a sample only one of seven weeks.

Interestingly, like the bridge between daily and non-daily publication, the one between paid and unpaid circulation also has two-way traffic. For example, Today's Post in King of Prussia, Pa. in 1982 went from a paid-circulation daily to a weekly that for the most part is distributed free.

daily to change. But Mitsoff says he believed the community needed a daily. He went ahead, and the Beavercreek Daily News was born.

The oldtimers were right. Circulation dropped from around 6,000 to 4,000 and only recently climbed back to around 5,500.

In mid-1975, when the News became a daily, the exodus from nearby Dayton was making a prosperous bedroom community of Beavercreek. No one was printing much news about the community, Mitsoff says, and "besides, I had all the bills paid up. It was a time to do it, now or never."

'Daily' means different things

A rose is a rose is a rose. But not everyone agrees on what a "daily" newspaper is.

Different newspaper-related organizations use different definitions. They are, a newspaper published:

- At least five days a week (any five days)—ANPA, the National Newspaper Association and Standard Rate & Data Service Inc.
- At least four days a week (any four days)—*The IMS/Ayer Directory of Publications* and the *Editor & Publisher YearBook*.
- At least four days a week but not to include Sunday—Audit Bureau of Circulations.

Beavercreek has grown from around 7,000 in 1960 to 33,000. But proximity to Dayton did more than provide residents for Beavercreek, it supplied competition from neighboring dailies for advertising dollars. And as hard times came to Ohio in the late 1970s, growth in population and housing in Beavercreek "slowed to a crawl," Mitsoff says.

"As recession came and went, we had red ink and fought like hell to get it back in the black." Commercial printing helped, providing about 20 percent of the newspaper's annual sales of about $1 million.

Despite the ups and downs of his daily, Mitsoff recently started a weekly in neighboring Mad River. Echoing the logic that makes weeklies going concerns, Mitsoff says Mad River residents do not want another community's masthead or "news mixed with their own."

Mitsoff adds the area has "hundreds of stories that aren't being told anywhere else. We sit here amazed at stories that are coming out of Mad River."

- In Arkansas, no freeways lead into Mountain Home, where Multimedia recently turned its triweekly newspaper into a daily. To reach the town in the Ozarks, competing newspapers "have to be trucked up the mountain," according to Vice President Harvill, who had a hand in planning the conversion.

The situation was made to order: Multimedia had a newspaper in what Harvill characterizes as "a growing market" without local daily competition. The town of 6,000 residents is in a county with a population of close to 40,000, he says, and it is 150 miles from Little Rock.

So in April, the Baxter-Bulletin went daily, the final step of a process that began three years earlier. In those years, the Bulletin moved from publication once to twice to three times a week. "We had definite schedules that we were working toward," says Publisher Gay. "It was pretty well-planned."

The community grew quickly during the 1970s as Midwesterners liked what they saw and bought second homes in the area. Factories making boats and pharmaceuticals also came to town and helped round out the economy.

Growth slowed in the early 1980s as high interest rates put a crimp in people's home-buying plans, but the population has continued to grow, Gay says.

After becoming a daily, the Baxter-Bulletin lost 1,000 of its 3,000 out-of-state subscriptions, but overall circulation rose. As a triweekly, the paper had circulation of about 8,000, and more than half of that was sold as single copies. Recently, the daily's circulation was about 9,000, and carriers deliver 60 percent of that, Gay says.

The Baxter-Bulletin did not add staff as it increased frequency. It is "operating with pretty much the same number we had when I came here" in 1982, says Gay.

Moving On Up? No one knows how many non-dailies will travel the path to daily publication in the near future. But it's a good bet those that plan to have already come as far as publication two or three times a week.

That pool of potential dailies, according to a recent tally, consists of 517 semiweeklies and 72 triweeklies in the United States and 29 and six, respectively, in Canada. Yet former dailies are also part of those counts.

Once a newspaper crosses the bridge to daily publication, it is tough to go back. Pride as well as cash is involved.

Burlington's Branen says he knows of two or three dailies that would be better off as non-dailies. It is "strictly the pride of the owners that keeps them from making that move," he says. Moving to daily publication is "a tremendous step," he says, and it "must be quite a letdown" to head the other way.

One of the greatest misconceptions is that "daily newspapers are the only Cadillacs in town," says Lyons of Chesapeake Publishing. He maintains there are some non-dailies that are "head and shoulders" above dailies in quality and profitability.

But pride aside, even the numbers can lead a publisher astray.

A non-daily can equal or surpass other newspapers when the measure is profit margins, he says. However, Lyons and others note that a well-run daily in a good market is in position to earn many more dollars than a non-daily, even if the non-daily's profit margin is higher.

The lure of more dollars can pull a newspaper toward daily publication. So can figures on circulation.

A publisher can review circulation, revenue and costs at a newspaper and conclude that "this ought to be a daily," Lyons says. To those people, he politely says, in effect, slow down.

Circulation might look good, but if household penetration is low, then a potential daily lacks the "growth trend" it needs, Lyons says. And numbers on penetration, while a valuable indicator, are not an absolute gauge of a newspaper's quality and readers' loyalty. These two factors have much to do with whether a non-daily can attract paying readers five or more times a week, Lyons says.

When all the above is in place, anchored by "the driving force" in the market, another ingredient is required, in Lyons' view, to make the crossing to daily publication work. That is a commitment of resources.

"Sometimes in the newspaper business, we shy away from real research and development," he says, and instead try "to stretch people here and there." To give the transition a chance, a non-daily needs to "commit the resources that are needed" and "not just stretch a system to make it happen."

Even after all the planning and work are done to assure a non-daily's easy transition, Meath of Park Newspapers says, "The people may not want the damn thing."

Lyons has a similar thought. "You never eliminate the risk of something new." In the end, "You fall back on your instinct of whether this thing is going to fly." ☐

PAGE HAINES

Setting an example for effective newspaper promotion

BY MARCIA RUTH
presstime staff writer

When Page Haines tells people she comes from Fort Stockton in West Texas she says she can almost play a tape of what they are going to say: "Oh, I went through there one time."

The hub of six highways, her hometown is no metropolis on its own, but its restaurants, motels and gas stations provide needed services to travelers on their way to other destinations.

As promotion manager of the Houston Chronicle, Haines acts in a similar fashion—not always the policy maker, but more often than not an essential link at the crossroads, tying together the work of departments setting forth in different directions.

"Synergy" is a key word.

"She is able to work very closely with the news department, the advertising department and the circulation department in order to build campaigns that are synergistic in all those areas," says Richard J.V. Johnson, president of the Houston Chronicle and chairman and president of ANPA.

"We don't do short-term, quick-fix promotions," Haines says. "What we really do is not promotion but marketing communications. . . . Whatever we do ties back into our total marketing program to enhance our corporate goals."

In this respect, "Page is typical of the successful promotion director of the '80s," says Paula Markiewicz, executive director of the International Newspaper Promotion Association. "Well-educated, her approach is studied and market-oriented as opposed to bells and whistles."

"Energetic" and "thorough" are other words often used to describe Haines' style.

"And the organizational strengths she brings are outstanding," says John W. Sweeney, the Chronicle's advertising director. "She's able to keep a lot of projects going at once. "From marketing, to the arts, to the schools—you name it, we're involved in it."

Don't ask Page Haines for samples of what she does unless you are prepared to receive by return mail a 9½-pound package of such samples. Brochures, posters, letters, special newspaper sections and video tapes pour out of the package, defining her department's productions, including:

- In advertising, the symposium that attracted 700 people to hear nationally recognized experts discuss the reach and power of newspaper ads; and presentation of awards for creative ads
- Editorially, the Chronicle's program for the prevention of child sexual abuse; and a special section on the best-dressed women in Houston
- For subscription promotion, a book, *Texas: A Salute from Above*, with aerial photographs of the city
- For hometown pride, there are video tapes of Houston's sesquicentennial, starring Chronicle reporters as experts in business, politics and the social scene.

And there are programs for individuals, such as brides, with month to week to last-minute instructions on how to arrange for their weddings, artfully composed in a cream-colored packet sealed with a yellow rose.

"Whatever we do ties back into our total marketing program," says Haines, adding a favorite phrase: "We always make sure our major promotions have a lot of arms and legs to them."

A case in point: The program to combat child abuse was billed as public service but was cosponsored with one of the paper's largest advertisers, Foley's department store. It also reached into circulation by producing the largest single-copy sale in the Chronicle's history the day a Spiderman comic book especially addressing the subject was distributed with the newspaper.

To produce this flood of materials, Haines presides over one of the largest newspaper promotion staffs in the country—31 full-time and five part-time employees. About half are in what are described as the sales promotion and creative area, with seven artists and four copywriters. The other half work on projects ranging from in-house publications and displays to a program for using newspapers to improve student performance in school. Four staff members produce much of the printed material; others provide liaison with the local ad agency handling non-print promotion.

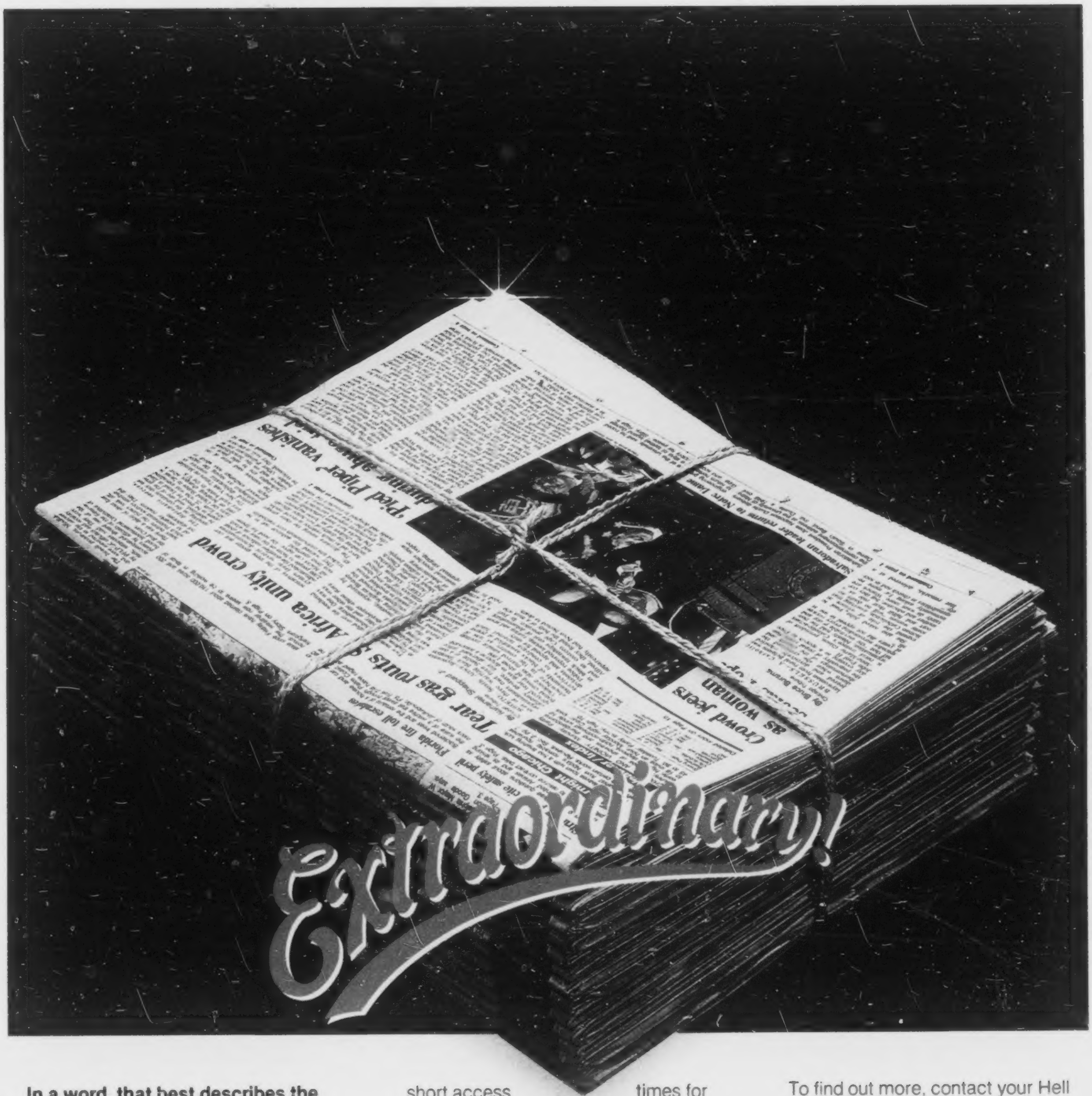
While co-workers focus on her energetic output, Haines, at 37, credits much of her success to the strength gathered from her "Mom and apple pie" upbringing. One of three children raised by a mother who was president of the PTA and "parents who are still married to each other," Haines first double-majored in English and journalism at Texas Tech University, adding enough business courses to give her "the widest possible options."

Entering newspapers first as special events manager of Houston's other daily—the Post—in 1973, she shifted to the Chronicle five years later as creative supervisor, rising to planning manager in 1981 and to promotion manager in 1983. Mid-career, she obtained an MBA from the University of Houston when she decided to shift towards marketing, which is also the field of her husband, Christopher.

Although she has never actually lived outside of Texas, Haines says her frequent travels—her favorite cities to visit are New York and San Francisco—provide fuel for creative energy.

Hesitant to criticize but nonetheless critical of conservative approaches to marketing and promoting newspapers, she observes the "paradox" that newspapers—"major centers of communication, the first to know and report trends"—are "sometimes the last to apply them to our own business."

For this newspaper promotion manager, the very essence of "being in communications" is "being receptive to new ideas." ☐



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ESSAY

There are newsworthy stories to be reported about non-profit, charitable organizations

BY DAVID M. COONEY

Have you visited your local Goodwill Industries facility lately, analyzed the real impact of your local family-planning agency, or discovered where special education students go after they leave your public classrooms? Has your local community hospital been absorbed by a national for-profit chain? Are your Scout programs healthy, and who really uses the local "Y"? Where do your elderly citizens eat?

These may seem extraneous questions to an editor looking for hard community news. Not so. They are suggested inquiries into the important but often underrated not-for-profit sector. Important in size, function and for the contributions they make to community life, non-profits are frequently viewed as a place where the "Dolly Dogooders" meet to care for the needy. Reporting tends to emphasize fund-raising events, often on the feature page. Rarely does any newspaper follow up to see what actually happens to the money. In reality, non-profits are a potential source of interesting, frequently important and often good news.

Collectively, non-profits are the infrastructure by which American society voluntarily seeks to solve its problems with private resources. There are almost 900,000 non-profits including schools, churches and professional associations, as well as agencies meeting specific social and cultural needs in the local community. For example, Goodwill Industries of America Inc. provides rehabilitation and job training to more than 70,000 Americans a year, spending funds largely earned through its own enterprise within the local community and turning former tax users into taxpayers. Local, state and federal taxes paid by disabled persons employed at and placed by Goodwill total $24.7 million.

Cooney is president and chief executive officer of Goodwill Industries of America Inc. He is a retired Naval rear admiral and former Navy Department chief of information.

Together, these agencies employ more than 6.2 million people (about 6 percent of the work force), own one-ninth of the land, earn $160 billion and spend $130 billion a year. They enjoy the support of 84 million volunteers whose time is worth more than $64.5 billion.

David M. Cooney

Even without schools and churches, the size of the system is significant. As individual agencies, the non-profits tend to have policy set by local citizens interested in specific local needs. Because their bureaucracy is usually small compared with government, when properly led and professionally managed they can be very cost effective and extremely flexible.

American charities have existed for decades, but the nature of service delivery has changed with the times. In the past 50 years, specialized education, research and the complexity of issues to be addressed created a requirement for full-time, properly trained and adequately funded employees and organizations. While many agencies successfully continue to mix volunteers and professionals in service delivery, to a great extent lay persons have become the policy setters and resource developers.

Over the same time, many non-profits became partners or employees of government in research, program development or service delivery. As more and more dollars were allocated by government, old agencies developed new interests and new agencies sprang up to compete for dollars.

Now the trend seems to have reversed. The national news focuses on balancing the federal budget. This has already meant reduced spending on social service. Those who oppose such cuts rarely argue that federal social programs are either efficient or effective; they do argue correctly that certain social needs still exist. Accepting the thought that there will be less federal spending on these unsolved problems, the question arises as to how, or if, those needs will be met in the local community.

Some people look to state or city budgets. Others, more skeptical of government, are more apt to look to the private sector, especially the non-profit institutions.

The non-profit solution may be more appropriate than it might seem at first glance. Helping to make that evaluation through good reporting can be very useful, make interesting reading, and result in extensive community feedback. The result of these civic considerations can have a long-term impact on various important aspects of community life.

The thrust of the news is not that certain problems are being returned to the community, but in the evaluation of the capacity of the non-profit network to absorb the new client load. Many non-profits operate on the margin economically, even with government grants and fees. Their ability to function without subsidy, while at the same time absorbing an increasing client load from a growing population with ever higher expectations, is seriously in question. Some smaller organizations will inevitably fail. This will place a heavier burden on the old-line agencies like Goodwill, churches, synagogues and the "Y's." That burden will require community action taken judiciously by well-informed citizens.

The role of the local newspaper in this process truly suggests itself. Such editorial interest is not only necessary for the entire community, but it also will be highly welcome to the non-profit community. ☐

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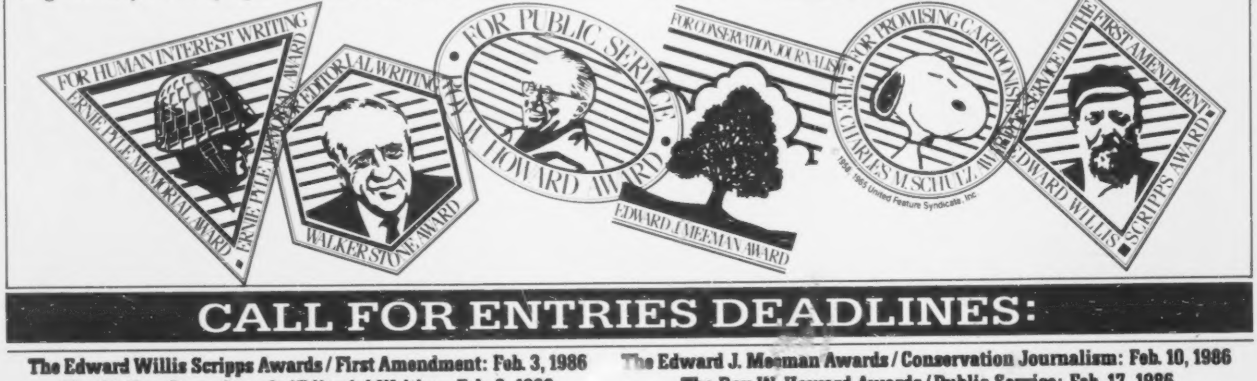
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REGULATIONS

Ink companies now seeing 'red'

Just before the Nov. 25 deadline for chemical manufacturers to comply with OSHA's "hazard communication" standard, confusion arose over a pigment used in some red news inks.

The confusion is over how containers of that pigment—"Red Lake C"—will be labeled and whether inks containing the pigment will continue to be used by newspapers. Already, work is under way to develop a suitable substitute.

The pigment under scrutiny is an ingredient in AdPro® and AD-LITHO™ Bright Red #65 and Medium Red #64, popular "spot" colors.

Prompting the concern is a 1982 study by the National Toxicology Program, a federal research consortium, into a grade of the pigment used in making drugs and cosmetics. "D&C Red No. 9" caused an increased incidence of spleen cancer in male laboratory rats who were fed large amounts. However, the study did not find the pigment caused cancer in female rats—or in laboratory mice of either sex.

The labeling question is not as clear cut as it was in the case of news ink made with untreated mineral oil [presstime, Oct. 1985, p. 40].

Unlike the untreated mineral oil, the pigment does not appear in any of the reports that OSHA has said should be used as authoritative in categorizing a chemical as a carcinogen or potential carcinogen. One such source is the National Toxicology Program's Annual Report on Carcinogens.

For chemicals that do not appear in those reports, the OSHA standard requires manufacturers to evaluate them for any hazards and to ensure that products made with them are appropriately labeled.

None of the major producers of the pigment for red ink said they would put a cancer warning label on containers. Each one has elected to handle the labeling issue differently.

The most specific hazard warning label will be that of BASF Wyandotte Corp. It will indicate the presence of Red Lake C and state that in animal feeding studies the pigment "caused chronic spleen damage in mice and rats," according to Robert G. Thoma, director, public and government affairs. The label also will advise that exposure to the product "should be minimized by use of appropriate personal protective equipment and engineering controls," he said.

Sun Chemical Corp.'s label of products containing Red Lake C also will note that they contain the pigment and will recommend the use of "appropriate personal protective equipment and/or engineering controls to minimize inhalation and/or skin contact," according to a Product Safety Bulletin issued Nov. 11 to its customers and sales representatives. The label also will state: "When low levels of exposure are maintained, potential risk resulting from use of this product is considered insignificant."

On its "Material Safety Data Sheet" accompanying containers of the pigment, Sun Chemical points out that the Cosmetic, Toiletries and Fragrance Association reviewed animal feeding studies and concluded that the increased incidence of cancer in male rats occurs only after they have been fed such high doses of the pigment that their spleens have been damaged. CTFA also has done "risk assessments" that show "use by humans doesn't really pose any problems," according to a CTFA spokeswoman.

The least specific label will be that of Magruder Color Co. "As far as we are concerned, there would be nothing except a notice to use good hygiene practice," said John A. Howard, executive vice president and chief operating officer.

Howard and other executives of pigment and ink companies note that the pigment is permitted by the federal Food and Drug Administration to be used in drugs and cosmetics.

D&C Red No. 9 is one of 10 substances on the agency's "provisional" list of color additives, according to Emil Corwin, FDA information officer. In fact, D&C stands for drugs and cosmetics.

Currently, an FDA-commissioned scientific review panel is evaluating the safety of D&C Red No. 9 and five other substances on the provisional list. It will report findings June 6, 1986.

Meanwhile, major ink companies reflect the uncertainty that surrounds Red Lake C.

Spokesmen for the General Printing Ink division of Sun Chemical Corp., Flint Ink Corp. and J.M. Huber Corp. said their companies would not put special warning labels on ink containing Red Lake C but would include information about the pigment on Material Safety Data Sheets.

Another major ink company, U.S. Printing Ink, has not yet made a decision on its course of action. Herbert L. Edelman, vice president-operations, said the company has 90 days after receiving a new MSDS from a supplier to make its hazard determination.

Edelman said he believes that by early February, when the company would have to make its decision, "it will be a dead issue as far as newspapers are concerned. I don't think there will be any AD-LITHO or AdPro inks made with Red Lake C."

George Cashau, ANPA director/technical research, said inks using Red Lake C "probably" will be removed from ANPA's color ink book, which sets standards for color ink in the newspaper business. "We are looking for a suitable substitute to replace the pigment," he said.

"The ink companies are working on it, and we've got a couple [of inks] to look at, but no decision has been made," he said. ANPA has delayed the printing of its new color ink book because of confusion surrounding the new hazard communication standard [presstime, Nov. 1985, p. 53].

In the meantime, for newspapers that decide not to use red ink containing Red Lake C, ANPA has come up with "close" matches to the two colors, according to William D. Rinehart, ANPA vice president/technical. The match to Bright Red #65 may be made by combining 60 parts Process Red #62 and 40 parts Process Yellow #63. The match to Medium Red #64 may be made by combining 90 parts Process Red #62 and 10 parts Process Yellow #63. □

Amending 'must-carry'

The Federal Communications Commission Nov. 14 opened a rule-making proceeding aimed at amending its "must-carry" rules, which require cable-TV systems to carry all local TV stations.

The rules were overturned by a federal appeals court last July. The U.S. Supreme Court has been asked to review that decision [presstime, Oct. 1985, p. 43].

Health and Safety Symposium focuses on hazard standard

Discussion of the U.S. government's "hazard communication" standard dominated ANPA's fifth annual Newspaper Health and Safety Symposium.

Concern over the standard was one reason attendance at the meeting was double that of last year, said program chairman Howard R. Brown, medical director of The New York Times. The Oct. 31-Nov. 1 symposium in New Orleans drew 124.

Developed by the Occupational Safety and Health Administration, the hazard communication standard is intended to provide workers with information about the hazardous chemicals with which they come in contact in the workplace.

Various speakers stressed the importance of newspapers' having a good program to comply with the standard.

"The legal threats alone are enough to compel the first-class attention of all management," said Joe D. Smith Jr., president of the Alexandria (La.) Daily Town Talk, who led off a panel discussion on the responsibilities of various newspaper personnel in implementing a hazard communication program.

Newspaper Printing Corp., which publishes The Tennessean and the Nashville Banner, began implementing its program by developing a list of all chemical products used by the company, said William D. McGahan, operations director.

To control the introduction of new products, the company directed that hazardous chemicals be ordered only through the purchasing department and received only by shipping and receiving department employees. "No free samples of any material considered to be hazardous are permitted to be accepted by any unauthorized person," he reported.

Employee training is a major aspect of compliance with the standard. Carol G. Voorhees, director/employee relations of Call-Chronicle Newspapers Inc. in Allentown, Pa., said her company planned to have the first phase of its training completed by Nov. 25, the date on which chemical manufacturers must have assessed the hazard posed by their products, labeled them appropriately and issued "Material Safety Data Sheets."

In phase one of the training, all employees covered by the program will be made aware of the standard and their rights, she said.

Phase two will involve a "run-through" telling employees of the proper work practices associated with each chemical. This is targeted for March and April, she said. Under the standard, newspapers must complete employee training by May 25.

California has had a state hazard communication law for the past three years, said Michael G. Manfro, manager/safety and environmental affairs for the Los Angeles Times.

He advised that safety data sheets be reviewed for "completeness and obvious errors" and cautioned that the forms are not standardized. The Times has developed a "user sheet" that takes technical information and puts it into layman's language, he said.

Bruce H. Berry, a lawyer with the New York City firm of Bermant & Blau, said that OSHA, in enforcing the standard, will initially be looking at "good faith" efforts at compliance but later will be checking much closer.

John A. Zangerle, of the Cleveland law firm of Baker and Hostetler, outlined actions newspapers can take to avoid problems. "We have to take all employee safety and health concerns seriously," he said. "If an employee complains about a safety or health issue, the worst that we can do is to ignore it or simply say that employee is a chronic complainer." He said papers should document action taken to investigate employee complaints.

Among other things, Zangerle advised the newspaper executives to "look for alternatives," look for products that do not contain hazard labels. He noted that many newspapers are switching to ink made from treated mineral oil to avoid using a product bearing a cancer warning label [presstime, Oct. 1985, p. 40]. "From a legal perspective, it seems to me to make eminent sense to avoid the labeling and avoid the risk in an abundance of caution," he said.

"I think you do not have a hazard," said Francis W. Weir, director of environmental safety at the University of Texas Health Science Center at Houston. Weir is the author of a study that concluded, based on a review of scientific literature, that few if any current newspaper pressroom workers are exposed to significant levels of hazardous chemicals.

"We have to take all employee safety and health concerns seriously."

James G. Tucker of The Bakersfield Californian (left) discusses ink labeling with NAPIM's Renson.

The study was conducted for the National Association of Printing Ink Manufacturers. That organization's executive director, James E. Renson, spoke at the symposium and supported Weir's conclusion.

"Even though the trigger provision of the standard requires that news inks containing untreated oils must be labeled, there is no established basis" to conclude that they pose a risk to humans, Renson said. He suggested that "it will be extremely difficult to formulate an ink" that is free from all hazardous chemicals as defined by the OSHA standard.

Other topics covered at the symposium were ANPA's Hazpak manual on compliance with the OSHA hazard standard, the experience of Philadelphia Newspapers Inc. with the Superfund hazardous waste cleanup program, the effort by The Globe and Mail in Toronto to eliminate smoking in its plant, newspaper disaster planning, newspaper safety programs, VDT issues, newspaper office design, occupational health nurses at newspapers, indoor air pollution and corporate wellness programs.

Audio cassette tapes of the symposium are available from ACTS Inc., 1025 East Clayton Rd., Ballwin, Mo. 63011. Texts of several of the speeches are available from the ANPA Public Affairs Department, The Newspaper Center, Reston, Va.

—Margaret Genovese

COURTS

Newspapers' right to reject advertising insert upheld in one court, challenged in another

As one newspaper won a court battle over its right to reject an advertising insert, the issue surfaced at another paper.

The Idaho Statesman of Boise won the battle in the 9th U.S. Circuit Court of Appeals. The court upheld a lower court's decision to dismiss an antitrust lawsuit against the paper.

In the new case, a California company that conducts high-tech job fairs filed suit against the Los Angeles Times. The company charges that the newspaper's refusal to carry its preprinted recruitment advertising insert violates federal antitrust law.

The Idaho case was brought by Philip J. Drinkwine, who produced inserts for four Boise merchant associations. Drinkwine, whose company went out of business, sued the Statesman after it refused to continue carrying local inserts printed elsewhere.

The case was dismissed Aug. 31, 1984, by U.S. District Judge Ray McNichols, who held that Drinkwine had failed to produce sufficient admissible evidence of liability and damages [presstime, Oct. 1984, p. 47].

The Court of Appeals Oct. 22 affirmed that decision. A three-judge panel said the Statesman's refusal to accept "shoppers" from independent producers "must be analyzed for its effect on consumers, competitors, and competition."

It concluded that the effect on consumers "is not detrimental because the merchants have competitive alternate distribution channels." And it said the effect on Drinkwine "is that he could not distribute his shopper through the Statesman, but he too had alternate distribution routes."

The court labeled the opinion "not for publication." Unpublished opinions generally cannot be cited as precedents.

In the California case, Westech Expo-Corp of Santa Clara asked the U.S. District Court in Los Angeles for an injunction to compel the Times to carry the insert High Technology Careers.

The Times has filed a brief in opposition to the injunction. A hearing is scheduled Dec. 2.

"We are confident that a court will not compel the Times to distribute another newspaper, because that is essentially what we feel Westech is trying to have done," said Jeffrey S. Klein, senior staff counsel for the Times. "We don't think that the antitrust laws compel one newspaper to be the delivery vehicle for another publication."

According to Laurie L. Watts, director of public relations for Westech, the Times initially agreed to carry the insert, then refused, "telling us that they would not accept recruitment preprints." She said the Times' rate card lists "career opportunity pages" as a category of advertising.

Westech subsequently placed ads in the Times' classified section, Watts said, but they did not draw the numbers of people to the fair Westech would have expected from the insert.

The company filed its suit Oct. 11 and held a press conference Oct. 23 to announce it. "We wanted to bring it to the press' attention because we felt there were probably a lot of independent publishers throughout the country who were experiencing this monopoly power," said Watts.

Westech has placed inserts in the San Jose (Calif.) Mercury News for job fairs in that city, according to Watts.

It also has conducted job fairs in Denver, Seattle and Phoenix, but has not attempted to have inserts placed there, she said.

In other recent newspaper antitrust actions:

- Tribune Publishing Co., which publishes The Tacoma (Wash.) News Tribune, has entered into a consent decree with the state attorney general that ends an investigation into the effects of its 1983 purchase of Puyallup Publishing Co., which publishes the tri-weekly Pierce County Herald.
- A suit brought last January by shopper publisher Platte Valley Marketing Inc. of North Platte, Neb., against the publishers of two Nebraska daily newspapers was dismissed Oct. 18 by stipulation of the parties [presstime, Feb. 1985, p. 30]. ☐

COURT BRIEFS

- A U.S. District Court jury in Honolulu found Oct. 31 that The Pacific Daily News in Guam did not **libel** Hammer DeRoburt, president of the South Pacific island republic of Nauru.

Although the jury found that a 1978 Daily News article contained information that was false and defamatory, it found the newspaper had not acted with "actual malice" in publishing it.

- In a case said to be the first to test Wisconsin's eight-year-old **privacy law**, a Dane County Circuit Court jury found that The Capital Times of Madison did not invade the privacy of a 14-year-old girl by naming her as the driver of a car involved in an accident in which two people were killed.

- The Arizona Supreme Court was scheduled to hear arguments in late November on whether the state's **retraction statute** violates the Arizona constitution. A state appeals court ruled last February that the law violates the "abrogation clause," which says no one may abolish a person's right to recover damages for injuries.

The Arizona retraction law provides that a libel plaintiff may recover no more than "special" damages if a correction is published within three weeks after it is demanded.

The dispute stems from a case involving The Phoenix Gazette.

- ANPA has requested "intervenor" status in two cases before the U.S. Court of Appeals, District of Columbia Circuit.

The Association Nov. 20 asked for permission to intervene in support of 12 media organizations that are challenging the Federal Communications Commission's **fairness doctrine** report. The FCC concluded that the doctrine no longer serves the public interest, but it declined to repeal the doctrine and turned the matter over to Congress instead.

Two weeks earlier, ANPA asked to be allowed to intervene in support of the FCC in a case challenging the commission's ruling in a **cable-television** matter. The commission overturned a Nebraska Public Service Commission order that would require Cox Cable Communications to seek common-carrier certification for voice and data transmission services it is offering over cable-TV lines in Omaha [presstime, Sept. 1985, p. 35]. The National Association of Regulatory Commissioners asked for the review.

Cable-TV's First Amendment rights to be tested

The U.S. Supreme Court has agreed to review a case that questions the constitutionality of awarding a cable-TV franchise to only one company.

"To a large extent, this case has the potential to determine the long-term, First Amendment rights of cable television systems, long thought to be mere public utilities with only insignificant free-press protection," said W. Terry Maguire, ANPA vice president/general counsel. "This case could firmly establish significant First Amendment rights for cable systems."

A three-judge panel of the 9th U.S. Circuit Court of Appeals ruled March 1 that awarding exclusive cable-TV franchises when public utility facilities can accommodate more than one cable company violates the First Amendment [presstime, April 1985, p. 34]. The city of Los Angeles sought the high court's review in the case, *Los Angeles v. Preferred Communications*.

The court also refused to hear the following press-related cases:

- *Capital City Press Inc. v. Buratt.* The court let stand a Louisiana Court of Appeals libel decision against Capital City Press, which publishes the Advocate and State Times of Baton Rouge. The case involved an article based on public records [presstime, Oct. 1985, p. 42].
- *Lorain Journal Co. v. Milkovich.* Two justices dissented from the high court's decision not to review the decision of the Ohio Supreme Court that a high school wrestling coach was not a "public figure" under libel law. Justices Thurgood Marshall and William J. Brennan argued that the Ohio decision "is especially unfortunate in that it most affects reporting by local papers about local controversies that constitute their primary content. Moreover, it is these local papers that are most coerced by the threat of libel damages since they can least afford the expense of damages awards."
- *In Re Grothe.* The Dallas Morning News had asked the court to review a ruling by the Texas Court of Criminal Appeals that upheld a subpoena for unpublished photographs.

Cookeville editor indicted in theft of papers

A Putnam County, Tenn., grand jury has indicted the executive editor of the daily Herald-Citizen in Cookeville on two counts of petty larceny in connection with the theft of copies of The Dispatch, a tri-weekly newspaper in Cookeville, from a newsrack.

Charles Denning has applied for "pretrial diversion" in the case, according to his attorney, Robert L. DeLaney. Pretrial diversion is a "statutory device" in Tennessee whereby an individual who is charged with crimes may have the prosecution of the offenses suspended for a period of time, DeLaney said. If the individual is not charged with further alleged criminal activity and if other conditions contained in a diversion agreement are met, charges against the individual may be dismissed and his record expunged [presstime, July 1985, p. 54].

LEGISLATION

Publishers blast 'VAT'

The ANPA, the Magazine Publishers Association and the Association of American Publishers have written to each member of the House of Representatives opposing a measure they say would impose "a value-added tax on information."

The levy, an excise tax of 0.08 percent imposed on the sale or import of tangible personal property by the manufacturer or importer of the property, is contained in HR 2817, a bill to fund the Superfund cleanup program for abandoned hazardous waste sites.

The bill has been approved by the Ways and Means Committee and is awaiting action by the full House. The Senate already has approved the tax.

The associations representing newspaper, magazine and book publishers consider the excise tax to be a "value-added tax" because it taxes the value that is added to a raw material during the manufacturing process.

In the case of publishers, the "value" added to the materials they use is information. Because the tax could lead to higher publication prices, the associations say the measure "would impose a government fee for acquiring information."

In their Oct. 31 letter, the associations said "the value-added approach would be harmful to society, whose democratic tradition would suffer from imposition of a new obstacle to diverse and easily accessible information; to consumers, who ultimately must pay the cost of the tax hidden in retail publication prices; and to publishers, who would be penalized because they are engaged in a labor-intensive business."

A labor-intensive business would suffer disproportionately, they contend, because it could make less use of the credit provision of the bill than other companies. That provision allows a business to deduct from the tax it would pay an amount equal to the tax paid by the producers of the raw material and equipment the business uses.

The associations also said the tax on printed information would be discriminatory because no tax would be applied to media not producing tangible personal property.

They asked that the excise tax be removed from the bill.

ANPA counsel Brigette Rouson said the tax paid each year by a newspaper "could be sizable." The tax would apply to circulation income and possibly income from job printing, she said, but not income from advertising.

ANPA expressed similar concerns to members of the House Ways and Means Committee earlier in October [presstime, Nov. 1985, p. 43].

House defeats job layoff bill

On a 208-203 vote, the House of Representatives Nov. 21 defeated a bill that would have required companies with more than 50 workers to give 90 days' notice of intent to close a plant or permanently lay off more than 50 workers.

During earlier consideration of the bill, a provision requiring employers to consult with union representatives over alternatives to layoffs or closings was deleted.

On Nov. 8, ANPA issued a "Labor Alert" to member-newspaper executives advising them of the expected House action on the bill.

U.S. Labor Secretary William E. Brock told ANPA committees in September that the Reagan administration opposed the bill [presstime, Nov. 1985, p. 40].

Human rights court decries licensing of journalists

In what is considered a stunning victory for press freedom, the Inter-American Court of Human Rights issued a unanimous decision Nov. 13 against licensing of journalists.

Although technically only an advisory opinion limited in official jurisdiction to the 19 signatories of the 1978 American Convention on Human Rights, observers say it could have a significant impact even beyond the Western Hemisphere.

As the first decision on this topic by any international tribunal, it will have "an immediate worldwide effect," predicted Leonard H. Marks, treasurer of the World Press Freedom Committee and a Washington, D.C., lawyer, who represented WPFC and other free press groups and testified before the court.

Floyd Abrams, a New York City lawyer who filed a friend-of-the-court brief for several public-interest groups, commented: "I think it will be taken very seriously within United Nations bodies. The next time UNESCO considers licensing journalists for their supposed safety, it will be taken very seriously indeed."

The decision that licensing is incompatible with the convention grew out of the case of an American convicted of practicing journalism in Costa Rica without a license because he lacked membership in a "colegio"—a group granted authority by the state to establish criteria for journalists.

The colegio required that practicing journalists have a journalism degree from the University of Costa Rica. Stephen Schmidt, who wrote for the English-language Tico Times and the Spanish-language La Nacion, had a degree from another Costa Rican university [presstime, Sept. 1985, p. 39].

In effect, the court's 46-page decision, supported by three concurring opinions, rejected the premise of a December 1984 decision by the Inter-American Commission on Human Rights. The commission had upheld the Costa Rican Supreme Court's decision against Schmidt and denied his request to have the case referred to the inter-American court.

Debated throughout Latin America for years, the issue of "colegios" reached the inter-American tribunal through a convention procedure allowing a member-government to seek an advisory opinion.

At the urging of the Inter American Press Association, the Costa Rican government requested an advisory opinion on the broader issues brought to light by the Schmidt case.

Thomas Buergenthal

What stunned many observers was the unanimity of the decision. Three of the seven judges from countries with such "colegios"—Peru and Venezuela as well as Costa Rica—joined in the assertion that membership requirements for journalists were anathema to basic press freedoms. Currently 11 countries in the Americas have such "colegios"; the others are Brazil, Bolivia, Ecuador, Guatemala, Haiti, Honduras, Panama and the Dominican Republic.

After the decision, ANPA Executive Vice President Jerry W. Friedheim said, "Now it's important for Costa Rica—and other countries which have laws requiring journalists to be licensed—to repeal those laws." He added: "Other governments considering similar measures should forget about them."

ANPA submitted an amicus brief in the case, joined by the American Society of Newspaper Editors and the Associated Press. The International Federation of Newspaper Publishers informed the court that it concurred with ANPA's brief.

Going beyond the proximate issue of "licensing," ANPA Vice President/General Counsel W. Terry Maguire said the decision will have an impact on related issues of press freedom, both in the United States and elsewhere.

"It certainly provides tremendous support for the idea that there should be no licensing of journalists in any country in this hemisphere," said Maguire. "But perhaps as important, it also states very clearly that fundamental free press rights in the United States—those that relate to prior restraint and the like—have the potential to become as fundamental in this evolving international law as they are here."

The seven-member tribunal heard the case in two parts. On Sept. 5, arguments were limited to determining whether the 1969 Costa Rican Law 4420—establishing the powers of its Colegio de Periodistas to set criteria for journalists—was in conflict with the 1978 human rights convention. On Nov. 7, the court considered the general principle of licensing, not limited to the Costa Rican case.

The decision was delivered to a packed courtroom in the court's San Jose, Costa Rica, headquarters. After being read in Spanish, it was summarized in English by Chief Justice Thomas Buergenthal, who is professor of law and human rights at Emory University School of Law in Atlanta.

Although considered unanimous, the decision was actually signed by only six of the seven judges, because one was unable to obtain transportation to the hearing from Honduras.

Concurring opinions by judges from Peru, Venezuela and Costa Rica were viewed as strengthening the main document. For example, one held the licensing provision to be a violation of still another right guaranteed by the 1978 convention—freedom of assembly.

Other participating judges were from Colombia and Jamaica. *—Marcia Ruth*

WORLD PRESS NOTES

- In the past two months, Malaysia has begun to include journalists in its enforcement of the **Official Secrets Act**, previously used only against politicians.

In October, James Clad, bureau chief for the Far Eastern Economic Review, was fined the equivalent of about $4,000 for reporting on a classified document on Malaysian trade with China.

In November, reporter Shabry Sharif was charged with violating the act for writing articles in the New Straits Times—the country's leading English-language daily—about defense arrangements with the United States. He is awaiting trial.

- The French daily Le Monde has **appealed to its readers** to raise more than $1 million to keep the financially troubled newspaper in business.

UNESCO conference results in little change in communications policy

International communications policy appears to have changed little as a result of the UNESCO General Conference in Sofia, Bulgaria, that ended Nov. 12.

"We may have just swapped one set of code words for another," said Dana Bullen, executive director of the World Press Freedom Committee.

"A distinction without a difference," observed ANPA Secretary K. Prescott Low, publisher of The Patriot Ledger in Quincy, Mass., who represented both the Inter American Press Association and the International Federation of Newspaper Publishers as a non-governmental observer at the five-week conference.

Of the more than $300-million budget voted for the next two years, about 6 percent is allocated for communications studies and programs.

But for many observers, the public agenda hid more than it revealed about the future direction of the organization—still reeling from the withdrawal of the United States and its 25-percent share of the budget [presstime, Jan. 1985, p. 25].

Underlying overt debate was the often unspoken issue of whether Great Britain, which has publicly concurred with basic U.S. criticism that the United Nations agency is fiscally irresponsible and anti-Western, would pull out at the end of 1986, perhaps carrying other countries with it.

If Britain stays, Low predicted, the future of press freedom in this arena would be dim. The Massachusetts publisher explained that in the last two conferences, the "linchpin" for holding the line on press restrictions demanded by Communist and Third World nations has been the United States' and now the British threat of withdrawal.

If the British remain in UNESCO, thereby isolating the United States in opposition to the agency's policies and procedures, "it will be open season on press freedom and the West" in UNESCO, Low said. ☐

Curbs imposed on South Africa coverage are roundly criticized by U.S. media

A chorus of protests from U.S. media greeted the South African government's most recent crackdown on press coverage of black opposition to the racial-separation policy of apartheid.

Louis D. Boccardi, president and general manager of the Associated Press, called the ban on television, radio and photographic coverage of the racial violence that has swept the country in recent months an "attempt to draw a curtain of silence across [these] events." Announced Nov. 2, the ban was "unwise and inevitably self-defeating," he added.

Other protests from the presidents of the three major TV networks and the American Society of Newspaper Editors echoed Boccardi's.

In a telegram to South African President Botha, ASNE President Robert P. Clark expressed "regret" that South Africa, which "had previously allowed relatively free inquiry by journalists," had resorted to such measures.

"The record is clear. Dictatorships, communist and noncommunist, solidify political domination by securing control of the information which reaches their peoples," said Clark, vice president for news of Harte-Hanks Newspapers. "By this action, your government marches further down that path."

Still photographers are covered by the ban. Print reporters, while not banned from demonstrations, are severely restricted in their movements. Under the decree, they are allowed to cover such events only under police escort.

A few days after the most recent media crackdown, The Cape Times of Cape Town defied another prohibition—one that has stood for more than a quarter of a century—against quoting people "banned" by the white-dominated government.

Charged with publishing an interview with Oliver Tambo, black leader of the underground African National Congress, Editor Anthony Heard faces a possible three-year jail sentence and the closing of his paper. He was arrested Nov. 8, and his trial is scheduled for Dec. 9. ☐

AP

Jerry Levin of Cable News Network, former hostage in Lebanon, unveils a plaque at the National Press Club in Washington, D.C., dedicated to journalists killed in duty. Applauding is Carmella LaSpada of No Greater Love, which aids terrorist victims' children. The group sponsored the plaque with the Committee to Protect Journalists and the press club.

ANPA urges attention to safeguards in new FCC rules review

A more sophisticated, national telecommunications network will enable diverse sources of information to reach the public, but safeguards are needed to foster such diversity, according to ANPA.

That diversity can develop, ANPA said, only if all competitors are playing on a level field; in other words, checks are needed to ensure that AT&T and the Bell regionals do not have unfair advantages in areas like access to the network and subscriber lists.

ANPA offered supporting arguments and facts for this position in a 25-page filing Nov. 13 with the Federal Communications Commission. The FCC is conducting a full-scale review of rules affecting telecommunications common carriers in a proceeding dubbed Computer III.

Saying it favors increasing "efficiencies and capabilities" in the telecommunications network, ANPA said it "would, therefore, encourage the commission to facilitate such improvements with appropriate safeguards."

The Association urged the FCC to clarify "that nothing in this proceeding should be viewed as a relaxation" of the consent decree that has governed the breakup of AT&T. Pressure has been growing to loosen restraints on the Bell regional companies and their former parent [presstime, Nov. 1985, p. 46].

Among other restrictions, the decree indefinitely bars the seven Bell regionals from providing information services; it also bans AT&T from electronic publishing until 1989 whenever that company's transmission lines would be involved. The bans were imposed in large part because of concerns that the companies could use their monopoly transmission facilities to inhibit competition in the electronic information market.

In its comments to the FCC, ANPA noted that AT&T's dominant position as a long-distance carrier and the regionals' monopoly status as the provider of local telephone exchange services are intact.

Should the decree's restrictions be removed, the FCC's "public interest responsibilities will require it to consider the potential adverse consequences" of the companies' participation in the electronic information publishing industry, ANPA said.

To ensure competition in the telecommunications industry, strong safeguards should be in place before removing rules that require AT&T and the Bell companies to use separate subsidiaries when they diversify, ANPA said.

Separately, two media companies—Gannett Co. and Lee Enterprises Inc.—have filed comments on Computer III. ☐

Newspaper firms join phone company in videotex

Subsidiaries of two companies in the newspaper business will participate in Pacific Bell's test of a videotex service using a new technology that converts one telephone line into seven communications channels.

During the field test, known as Project Victoria, 200 participants will use personal computers to receive information sent over what the telephone company calls its "seven-in-one phone line system."

Of the seven channels, two transmit voice messages and five carry data, according to Pacific Bell, which is owned by the Bell regional company Pacific Telesis. Patents are pending on the system.

The six-month test in Danville, Calif., is scheduled to start in February.

Pacific Bell announced that information providers will include Chronicle Information Services—the public access videotex arm of Chronicle Publishing Co. of San Francisco—and Dow Jones Information Services, a subsidiary of Dow Jones & Co.

In a separate development, another company in the newspaper business has agreed to serve as information provider for Covidea, an electronic-services partnership that includes AT&T.

The New York Times Co. said it will provide material from its syndicated wire services and consumer publications to New York Pulse, an electronic information service that Covidea will offer this spring to homes and offices in New York.

The Covidea partnership, which was announced in June [presstime, July 1985, p. 64], was recently formed, a Covidea spokesman said. Besides AT&T, it consists of Time Inc. and Chemical Bank of New York City. Covidea is now providing home banking services in three states. ☐

Another free paper loses rate battle

For the second time in as many months, a free newspaper has lost a challenge to rules prohibiting it from using in-county, second-class rates.

The Postal Rate Commission said the paid-subscriber rule, requiring that more than half of all copies of a publication be purchased to qualify for the rates, allows the public to determine which periodicals "warrant the second-class status."

Tri-Parish Journal Inc. of LaPlace, La., argued that its free-circulation River Parishes Sun is a legitimate newspaper and should be entitled to low mailing rates like any newspaper, regardless of circulation price [presstime, Nov. 1985, p. 44]. ☐

Veto could result in higher rates

Some second-class postal rates could go up much more than the 40-60-percent increase that was scheduled for Jan. 1.

President Reagan Nov. 15 vetoed an appropriations bill including the "revenue forgone" subsidy for in-county newspapers. Congress was expected to respond by reducing the level of proposed subsidy [presstime, Nov. 1985, p. 45]. Current rates will not change at least until Dec. 14, when stopgap funding expires. ☐

ANPA asks dismissal of Advo complaint

After discussing a possible settlement in Advo-System Inc.'s formal complaint against newspapers' second-class total-market-coverage practices, ANPA has abandoned those talks.

Instead, it has asked the Postal Rate Commission to dismiss Advo's case, saying the complaint is groundless.

In a brief filed Nov. 15 with the Postal Rate Commission, ANPA said existing regulations, if enforced, "generously protect" the integrity of second-class mail and are sufficient to preclude any abuses [presstime, Sept. 1985, p. 38]. ☐

Blair 'restructuring'

John Blair & Co., parent firm of Advo-System Inc., said it may sell its printing and coupon marketing companies. It said it will not sell Advo. The "major restructuring" is intended to restore Blair's profitability [presstime, Oct. 1985, p. 6]. ☐

Three newspapers leave ABC, citing need for readership data

Dissatisfaction with practices of the Audit Bureau of Circulations has caused three newspapers to withdraw from the bureau.

In early November, The Toronto Globe and Mail announced its resignation from ABC, saying advertisers care about readership and demographics rather than the paid circulation that ABC measures.

In late November, the Democrat and Chronicle and the Times-Union of Rochester, N.Y., resigned, citing the example of The Globe and Mail.

Douglas E. Evans, vice president of The Globe and Mail, said advertisers care more about the number and demographics of readers than the count of copies sold. He called "really ludicrous" ABC's preoccupation with copies sold while it counts circulation in schools and prisons as paid. The 313,647-circulation daily is owned by Thomson Newspapers Ltd.

The resignation of the Rochester newspapers, owned by Gannett Co., was announced by Publisher Vincent E. Spezzano. "We have long had the feeling that ABC employs archaic and outmoded procedures and demonstrates an unwillingness to update its methods and operations," Spezzano said.

Echoing The Globe and Mail, he said readership research has become the preferred measure for advertisers in making media buying decisions. The Rochester dailies have a combined circulation of 232,329.

Spezzano also is a regional president of Gannett, with responsibility for its newspapers in the Northeast. Charles L. Overby, vice president/communications for Gannett, said he did not know if other Gannett papers would join the Rochester papers in leaving ABC.

ABC spokesman Charles O. Bennett declined comment. The resignation of The Globe and Mail was reported at the meeting of the ABC Board of Directors that immediately followed the close of ABC's annual conference in Chicago Oct. 30-Nov. 1, he said.

At that meeting, the ABC Board approved bylaw changes providing for special assessments of members and requiring consistent dating of editions.

The special assessments provision allows ABC to collect extra dues when the board judges they are needed.

The other new bylaw requires that a newspaper date editions consistently once a pattern is established. For instance, if a predated Tuesday edition goes on sale Monday night, then predated editions that follow during the week must also appear the day before the date on the edition.

No action was taken on a proposed bylaw that would shift all litigation costs to individual publishers named in a suit over circulation figures. The board previously gave the proposal the first of two favorable votes it needs to pass [presstime, Sept. 1985, p. 46].

The ANPA/Newspaper Advertising Bureau-ABC Liaison Committee told ABC Oct. 30 that the two newspaper organizations oppose the bylaw as proposed. The liaison committee is expected to present suggestions to ABC in mid-December on providing for "fault allocation" and on improving ABC's appeals process, according to Robert L. Burke, ANPA vice president/industry and public affairs.

The board elected as chairman David K. Braun, director of media services for General Foods Corp. Directors re-elected at the conference include three who represent newspapers: Grover J. Friend, president of Calkins Newspapers of Levittown, Pa., who also was elected ABC treasurer; John O. Emmerich Jr., editor and publisher of The Greenwood (Miss.) Commonwealth; and William C. Green, publisher of The Huntsville (Ala.) Times and vice president of The Birmingham News Co.

Study will explore newspaper 'starts'

A yearlong study tracking why people start and retain newspaper subscriptions is scheduled to start no later than March.

Virginia Dodge Fielder, the study's coordinator, said nine U.S. daily newspapers are considering participation. Fielder, director of news and circulation research at Knight-Ridder Newspapers Inc., said current plans call for a series of interviews with about 200 new subscribers at each paper.

The American Society of Newpaper Editors, the International Circulation Managers Association and the Newspaper Research Council are sponsoring the study, which was being designed and reviewed in late November [presstime, Sept. 1985, p. 45].

Parade, USA Weekend challenge Simmons data on readership

Both Parade and USA Weekend have challenged the results of Simmons Market Research Bureau's attempt to bring readership figures up-to-date following recent shakeups in the Sunday magazine field.

In October, Simmons said Sunday Magazine Network publications had 2.25 readers per copy, compared with Parade's 1.93 and USA Weekend's 1.71.

Charging Simmons with figures "inconsistent with reality," Parade President and Publisher Carlo Vittorini in November said it was "mathematically impossible" to gain circulation in papers with high readership, yet show a drop in readers per copy. He called for an investigation by a committee of the American Association of Advertising Agencies.

In response, Simmons President Frank Stanton said some of the newspapers gained were in areas already receiving Parade in competing newspapers, and Simmons does not count such readers twice.

With USA Weekend, the debate centered on what both parties agree were sampling errors, and after a Nov. 22 meeting they began working together on a solution. "We agree we have a problem," said Stanton. "We're not incensed anymore," said Paul Kessinger, vice president of marketing for USA Weekend, who said he was "confident" the "unusual problem" could be solved.

As both sides explained, the reduction in papers carrying the former Family Weekly, repackaged as USA Weekend after it was purchased by Gannett, increased Simmons' sampling errors. New techniques must be devised to measure readership in concentrated circulation areas not equally distributed throughout the area currently measured, they said.

Athenas awarded

Two agencies each won two of the 1985 Athena Awards given by the Newspaper Advertising Bureau for excellence in 14 categories of newspaper ads.

Fallon McElligott Rice of Minneapolis and The Marshalk Co. of San Francisco were the major winners this year among agencies. Holiday Erickson Petroleum of Minneapolis was the only advertiser to win an Athena for an ad prepared inhouse. No newspapers won Athenas [presstime, Nov. 1985, p. 22].

White House ends foreign reporters' embassy-letter requirement

Acceding to requests from ANPA and other news media organizations, the White House has eliminated a controversial condition for accreditation of foreign journalists.

Removed from the White House credentialing procedure in mid-November was a requirement that people working for foreign news organizations attach to the application for press credentials a letter from their embassy certifying that their employer is a bona fide news organization. ANPA and others had complained that this amounted to licensing of these journalists by their own governments.

A White House official said the complaints "raised legitimate concerns." The requirement was eliminated after White House press and legal staff had assured themselves through meetings with the Secret Service that "we could do so without creating adverse security concerns," he said.

"We are highly pleased," said Robert M. White II, chairman of the International Working Group of the ANPA Government Affairs Committee. "We think it is exactly the position the White House and every American government news source should adopt.

"After all, our traditional position has always been against any form of government licensing, and whenever a reporter or correspondent has to request the approval of his government in order to represent his news agency, that has to be taken as a form of licensing, which is totally unacceptable to all media dedicated to a free press," said White, editor and publisher of the Mexico (Mo.) Ledger. (See story, p. 40.)

Government Affairs Committee Chairman George W. Wilson, publisher of the Concord (N.H.) Monitor, said the outcome was "a wonderful demonstration of how effectively ANPA staff and committees . . . and individual ANPA members can work together to solve a problem that bothers the industry."

He credited Martin Casey, ANPA manager/government and international affairs, for coming up with what he called the "key" that enabled the problem to be resolved to the satisfaction of the White House and the press. Casey suggested that the reference checks with the foreign governments were not needed because, with the exception of those from Canada, foreign journalists already had to receive special "I" visas from the U.S. consulates in their countries. The consulates must check the journalists' credentials before issuing the visas.

Wilson also noted that the Government Affairs Committee provided the issue with high visibility by raising the question with presidential spokesman Larry M. Speakes and White House Chief of Staff Donald T. Regan [presstime, Nov. 1985, p. 40.]

Also "delighted" with the development was Mel Sufrin, vice president of the Canadian Press wire service. Sufrin pointed out that CP was the first news organization to challenge the policy several years ago after its former chief Washington correspondent, Carl Mollins, "objected to it on priniciple."

David Kraslow, publisher of The Miami News and a member of the board of directors of the Inter American Press Association, said the development "will be very reassuring to our Latin friends."

Other international press organizations that protested the requirement are the Canadian and American committees of the International Press Institute and the World Press Freedom Committee.

—Margaret Genovese

APME reports cover broad range of newsroom topics

As they have in years past, the 1985 Continuing Studies reports issued by committees of the Associated Press Managing Editors Association take a broad look at how newspapers gather and report the news.

Reports for this year were released at APME's convention Oct. 28-31 in San Francisco, the second-largest in APME's 53-year history, with 757 registrants.

During the convention, James F. Daubel of The News-Messenger, Fremont, Ohio, succeeded Michael J. Davies of The Hartford Courant as APME president. Daubel said the association this year will add two committees: one on small newspapers and the other on marketing and research.

Single copies of 13 of the 19 reports are available from the ANPA Public Affairs Department at The Newspaper Center in Reston, Va. Those reports and their committee chairmen are:

- Business: Michael R. Fancher, The Seattle Times
- Changing Newspapers: Ralph Langer, The Dallas Morning News
- Commentary: Paul Janensch, The Courier-Journal and The Louisville Times
- Foreign News: Diane Benison, The Evening Gazette, Worcester, Mass.
- Freedom of Information: Sue Reisinger, The Miami News
- Journalism Education: Janet Brandt, Journal-American, Bellevue, Wash.
- Minority News: Trueman E. Farris Jr., Milwaukee Sentinel
- Newsroom Management: Don Hatfield, The Herald-Dispatch, Huntington, W.Va.
- P.M. Newspapers: Lawrence K. Beaupre, Westchester Rockland Newspapers, White Plains, N.Y.
- Photo & Graphics: Susan Miller, Scripps Howard, Cincinnati
- Professional Standards: David Hawpe, The Courier-Journal, Louisville
- Sports: W.F. Cento, St. Paul (Minn.) Pioneer Press and Dispatch
- Writing and Editing: Leonard Pardue, The Courier-Journal and The Louisville Times.

The other APME reports and their committee chairmen are:

- Credibility: Robert W. Ritter, The Sun, San Bernardino, Calif. Copies of this study are available for $5 each from Ritter.
- General News: Thomas W. Jobson, The Asbury Park (N.J.) Press
- Media Competition: Robert Baker, The Free Lance-Star, Fredericksburg, Va.
- Minorities Research: George R. Blake, The Cincinnati Enquirer
- State News: Jennifer Allen, The Commercial Dispatch, Columbus, Miss.
- Telecommunications & Technology: Tom Marquardt, The Capital, Annapolis, Md. ☐

SPJ, SDX sets its agenda

Robert Lewis

The main thrust of the Society of Professional Journalists, Sigma Delta Chi in the next year will be "Project Watchdog," a program to "educate the public to the value of a free press."

That's the aim of the society's new president, Robert Lewis, chief Washington correspondent for Booth Newspapers.

The "two-pronged" program, Lewis said, will involve an ad campaign after SPJ,SDX is approved for "public service" advertising and a "grass roots" effort by chapters to reach community leaders.

The new president disclosed his agenda following his election at the society's mid-November convention in Phoenix.

The convention stressed professional development, featuring 18 seminars on topics ranging from libel to the changing job market.

There was also a short-lived controversy swirling about the society's plans for press coverage at its convention. With an irony not lost in that press coverage, the convention began in a hail of criticism over barring C-SPAN cameras from a "roast" of veteran CBS newsman Walter Cronkite. The society quickly reversed its position.

New officers elected in addition to Lewis are: president-elect Robert H. Wills, editor of the Milwaukee Sentinel; secretary James Plante, managing director of news support services for NBC News; and treasurer Paul M. Davis, news director of WGN-TV in Chicago. ☐

ANPA's Hines elected First Amendment Congress president

Judith D. Hines

Judith D. Hines, vice president and director of ANPA Foundation, was elected president of the First Amendment Congress.

Other new officers elected by the organization's board of directors at its Oct. 26-27 meeting in Chicago are: vice president, Paul M. Davis, news director for WGN-TV in Chicago; secretary, Richard Gage, public affairs director, WFBF-AM and WFBF-TV in Rock Island, Ill.; and treasurer, John Shurr, Associated Press bureau chief in Columbia, S.C. [presstime, Sept. 1985, p. 44]. ☐

Cartoonists show there's nothing funny about hunger

The funny papers were serious places Thanksgiving Day, as more than 175 cartoonists focused their strips on combating hunger.

Initially organized by Garry Trudeau (Doonesbury), Charles Schulz (Peanuts) and Milton Caniff (Steve Canyon), the campaign included ads appealing for contributions to United Support of Artists for Africa, a Los Angeles-based group working for famine relief.

Well-known as the coalition of 45 artists that recorded the song "We Are The World," USA for Africa has asked newspaper editors to run the ads free as a public service. Universal Press Syndicate, which donated the ads, said at least 200 papers had agreed to participate by the week before Thanksgiving.

"The comics page has always been something of a public utility. It is simply there, day in and day out—for 80 years a totally dependable part of our national culture," said Doonesbury cartoonist Trudeau.

"What better way to reach people than through characters they've known all their lives?" he asked.

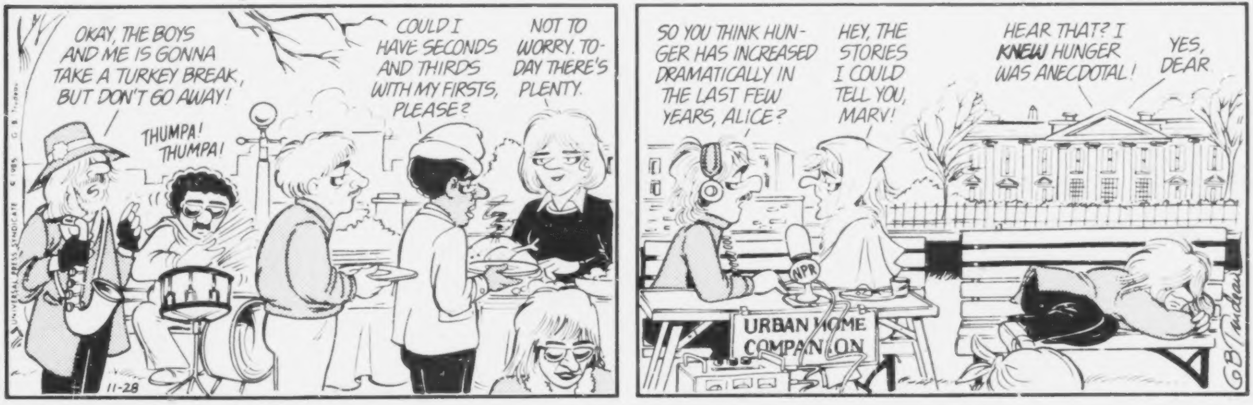
He said the cartoons provided "a troubling but hopeful message—that world hunger persists, but there is something we can do about it."

USA for Africa plans to raise more money by taking the original drawings on tour, then auctioning them off.

An anthology, *Comic Relief*, will be published by Holt, Rinehart & Winston, with proceeds also going to the famine-relief fund. David Stanford, who is Holt, Rinehart book editor for Schulz and Trudeau, said its publication will be timed to coincide with the May 25 Hands Across America event, in which people are supposed to link hands across the United States. ☐

Doonesbury

BY GARRY TRUDEAU


OKAY, THE BOYS AND ME IS GONNA TAKE A TURKEY BREAK, BUT DON'T GO AWAY!
THUMPA! THUMPA!
COULD I HAVE SECONDS AND THIRDS WITH MY FIRSTS, PLEASE?
NOT TO WORRY. TODAY THERE'S PLENTY.
11-28
SO YOU THINK HUNGER HAS INCREASED DRAMATICALLY IN THE LAST FEW YEARS, ALICE?
HEY, THE STORIES I COULD TELL YOU, MARV!
HEAR THAT? I KNEW HUNGER WAS ANECDOTAL!
YES, DEAR
NPR
URBAN HOME COMPANION
GBTrudeau

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News Research

Retailer asks researchers to standardize

At a meeting focused primarily on the application of computers to research, the Newspaper Research Council heard a strong plea from a major newspaper advertiser, Sears, Roebuck and Co., for use of standardized retail data.

Sears and newspapers can be "dynamic partners," James J. Rys, the company's manager of advertising research, said. But in order to make it easier to match newspaper distribution patterns with a retailer's customer profiles, newspapers should make shopping and purchasing data consistent from market to market, he said.

For example, Sears bases its ad campaigns on consumer patterns of the "past year" and the "past two months," while newspapers vary in their measurements, Rys said.

Other presentations during the NRC's Oct. 28-30 meeting in Kansas City ranged from a demonstration of a "one-person/one-computer" research department by David R. Jones, research analyst at The Fresno (Calif.) Bee, to a description of nationally available database systems such as VALS, P.R.I.Z.M. and X-1.

Such databases are currently being used by many large advertisers to establish markets for their products and by direct mailers to target delivery of their ads. For example, VALS uses "psychographics," to separate people according to their values and lifestyles, while P.R.I.Z.M. merges demographic description with geography, identifying ZIP codes or even residential blocks with certain types of people.

According to Eleanor F. McConnell, survey research manager for the Chicago Tribune, newspapers are now beginning to explore the use of such systems to increase their ability to target advertising and circulation.

At the meeting, Gerald T. Silvers, research director of The Cincinnati Enquirer, was elected NRC president. The Tribune's McConnell was elected vice president and program chairman. Also elected were Mark Schneider, research analyst of The Courier-Journal and The Louisville Times, secretary; and Diane Moser, research manager, St. Paul Pioneer (Minn.) Press Dispatch, treasurer.

Glenn H. Roberts, a former Des Moines Register vice president and research director, was appointed executive director. He will run NRC's office in Des Moines.

Education

Pacemaker winners named

ANPA Foundation, the National Scholastic Press Association and the Associated Collegiate Press have announced winners of the 1984-85 Pacemaker Award.

The award honors excellence in high school and college newspapers. The papers are judged on overall content and appearance, with an emphasis on quality of writing, design and coverage.

Winners of the high school competition are: The Little Hawk, City High School, Iowa City, Iowa; The Epitaph, Homestead High School, Cupertino, Calif.; The Union Street Journal, Cherry Creek High School, Englewood, Colo.; Featherduster, Westlake High School, Austin, Texas; and The Blue and White, Tamaqua (Pa.) Area High School.

Winners of the college competition are: The Lookout, Lansing (Mich.) Community College; The MATC Times, Milwaukee Area Technical College; University Daily Kansan, University of Kansas, Lawrence; The Daily Collegian, Pennsylvania State University, University Park; The Daily Beacon, University of Tennessee, Knoxville; and The Daily Texan, University of Texas at Austin.

Information compiled on youth pages

ANPA Foundation has compiled a list of newspapers that publish youth pages.

The list includes the name and address of each newspaper and a brief description of the type of material published. It was compiled to assist newspapers interested in creating their own youth pages [presstime, June 1985, p. 70].

To obtain a copy, contact Foundation Publications Editor Rosalind G. Stark at The Newspaper Center, Reston, Va.

Helping recruitment

Newspapers that have produced videotapes or films of their operations for recruitment, personnel, public relations or other purposes are asked to contact ANPA Foundation at The Newspaper Center.

The Foundation is working with other newspaper organizations to create a multi-media package for recruiting young people in all newspaper departments.

Transportation

Safety campaign invites papers to participate

The Safe Driving Campaign cosponsored annually by ANPA and the International Circulation Managers Association is seeking additional participants. Information regarding the campaign is being mailed to publishers of U.S. and Canadian daily newspapers in November.

The campaign, started in 1941, is designed to reduce highway fatalities and injuries in the United States and Canada and to build a safe-driving record in the newspaper business leading to lower insurance premiums for newspaper-distribution vehicles.

The accident rate in 1984 was more than 44 percent lower than that of 1941. In the intervening years, many insurance companies have reduced newspaper premiums industry-wide on several occasions, resulting in savings conservatively estimated at $1.5 million a year.

Officials note that 612 daily newspapers participated in the program last year [presstime, June 1985, p. 82]. The campaign is open to all dailies at no charge.

Details are available from the ANPA Newsprint and Transportation Department or from ICMA, both located at The Newspaper Center in Reston, Va.

Contracts for rail shipping rise significantly

Rail contracting now accounts for about 27 percent of the railroad industry's total revenues, according to the Interstate Commerce Commission. That figure takes into account only pacts covering regulated shipments. Contracts covering deregulated movements—such as single-line boxcar and piggyback shipments—need not be filed with the ICC.

Until deregulation in 1980, railroads were not allowed to enter into shipping contracts with customers. All rates were regulated by the ICC.

The ICC's Contract Advisory Service has been receiving contracts at a rate of 1,150 a month, and there are now more than 30,000 on file with the agency. Forest products, lumber and paper account for 18 percent of those contracts.

The commission predicts that almost all rail traffic will move under contract within five years.

Speeches

Robert P. Clark

Larry Fuller

Ralph Bubis

Keith Reinhard

Single copies of the following speeches are available from the ANPA Public Affairs Department at The Newspaper Center, Box 17407 Dulles Airport, Washington, D.C. 20041:

Women in Journalism: All's Well That Ends Well
Katharine Graham, chairman, The Washington Post Co. National Press Club, Washington, D.C., Oct. 22.

Editorial Quality and Computer Systems: The Best Is Yet to Come
Maurice J. Buchart Jr., vice president and general manager, The Courier-Journal and Louisville Times Co. International Federation of Newspaper Publishers Management and Marketing Symposium, Brussels, Belgium, Oct. 25.

"Thank God, We Ain't Where We Was"
Robert P. Clark, vice president/news, Harte-Hanks Newspapers, San Antonio. ASNE Minorities Conference, Cleveland, Oct. 17.

Freedom of Speech: Can It Survive?
John V. R. Bull, assistant to the executive editor, The Philadelphia Inquirer. Newspaper Features Council fall meeting, San Francisco, Sept. 18.

Taking Charge and Planning for Career Advancement
Lester B. Korn, chairman and chief executive officer, Korn/Ferry International, New York City. Wharton and Columbia Business School clubs, New York City, Oct. 29.

Computing and Communications: A New World or a Fantasy?
Jack M. Scanlon, group vice president/computer systems, AT&T. Association of Computing Machinery annual conference, Denver, Oct. 14.

From the International Newspaper Financial Executives annual meeting, Dallas, Oct. 20-23:

Newspapers in the Age of Information
ANPA Chairman and President Richard J. V. Johnson, president, Houston Chronicle

Specialized Information Services
Larry Fuller, president, Gannett New Media Services, Rosslyn, Va.

Selecting and Implementing Telephone Systems
Helen Waicunas, manager/telecommunications, The Hartford Courant

The Outlook for Newsprint Demand and Supply
David A. Wilson, director/economics and forest policy, Canadian Pulp and Paper Association, Montreal

Marketing Information to Help Financial Executives
Ralph Bubis, president, Belden Associates, Dallas

Economic Consequences of Libel and Privacy Law to the Newspaper Industry
R. James George Jr., partner, Graves, Dougherty, Hearon & Moody, Austin, Texas.

From the Audit Bureau of Circulations conference and
annual meeting, Chicago, Oct. 30-Nov. 1:

Questions for Advertisers and Agencies, and Newspaper Publishers
ANPA Chairman and President Richard J. V. Johnson, president, Houston Chronicle

The New Perspective From Where I Stand
Keith Reinhard, chairman and chief executive officer, Needham Harper Worldwide, New York City.

Publication order revised by NLRB

The North Jersey Herald-News of Passaic is not required to publish a reporter's weekly column under a revised order of the National Labor Relations Board.

The second board order in a case involving Mitchell (Mike) J. Stoddard stemmed from a 1984 remand from the U.S. Court of Appeals, District of Columbia Circuit [**presstime**, July 1984, p. 64].

In its first ruling, issued in 1983, the board ordered the newspaper to resume publication of Stoddard's column, finding that the daily's decision to drop it was an unfair labor practice under the Taft-Hartley Act.

The column had been discontinued after a representation election that led to certification of a local of the Graphic Communications International Union as bargaining agent for the newspaper's editorial employees. The board found that the company's action was "a reprisal" against Stoddard for having taken "an active role" on behalf of the union.

The appellate court ruled, however, that the board does not have the authority to order a newspaper to publish material it chooses not to publish. While agreeing with the board that the terms and conditions of Stoddard's employment had been adversely affected as a reprisal for engaging in union activities, the court remanded the case to the NLRB with instruction to fashion a remedy that would conform to the First Amendment.

ANPA filed a friend-of-the-court brief in the case in 1983, arguing that the board's remedy of compelled publication was unconstitutional.

In its Sept. 25, 1985, supplemental decision, the board ordered the company to restore Stoddard to column-writing duties and to "decide whether to publish his submissions based upon any factors other than his union or protected activity." It added that "nothing in this order shall be interpreted as a requirement that the [Herald-News] publish any of the columns submitted by Stoddard."

Under its revised order, the board said, the newspaper "remains free to apply its publication standards" in deciding whether to publish Stoddard's submissions. The decision does not "inject the board into the editorial decision-making process," which was a concern raised by the court, the board noted.

Company officials had no comment on the decision. The Herald-News was recently acquired by W. Dean Singleton and Richard B. Scudder from Austin C. Drukker, but the change in ownership does not affect the board's decision.

Meanwhile, a lawsuit filed by Stoddard against the Herald-News and present and former executives of the newspaper—alleging that he has been blacklisted—is pending [**presstime**, May 1985, p. 72]. Stoddard resigned from the paper between the time of the court's remand and the board's second decision.

When contacted by **presstime** in late November, Stoddard said he had not seen the board's latest decision and therefore had no comment.

(Passaic Daily News t/a The Herald News, 276 NLRB No. 78)

Social Security reminder

The maximum Social Security tax paid by both employees and employers will rise to $3,003 in 1986 from the current maximum of $2,791.80.

Effective Jan. 1, the wage base subject to the F.I.C.A. tax will expand from $39,600 to $42,000.

The tax rate will rise to 7.15 percent for employees and employers from the current rate of 7.05 percent.

ITU and Guild advise locals on resignations

Both the International Typographical Union and The Newspaper Guild have advised their U.S. locals that restrictions on resignations from membership as set forth in the ITU's bylaws and the Guild's constitution are invalid.

The unions' actions stemmed from a U.S. Supreme Court ruling last summer that union members have an unrestricted right to resign at any time, including during a strike or when a strike is imminent [**presstime**, Aug. 1985, p. 35].

The ITU Executive Council said that although members have the right to resign, that does not mean they have the right to resign or withdraw "honorably" without the approval of the local union.

"It does mean that local unions may not discipline members who resign 'dishonorably,' " the council said.

The council also said local unions should not bring charges against foremen who are instructed by employers to withdraw from membership; instead, the locals should request advice from the council.

The Guild International Executive Board's Constitution Committee said that restrictions on resignations are unenforceable with the exception of the requirement that resignations be submitted in writing.

The Guild's Executive Board said it would propose "appropriate" amendments to the union's constitution to the 1986 convention.

Complaint against daily dismissed

A National Labor Relations Board administrative law judge has recommended that the board dismiss a complaint against The Daily Republic of Fairfield, Calif.

The complaint was based on charges filed with the NLRB by the Northern California Newspaper Organizing Committee—a group of newspaper unions that includes locals of the Graphic Communications International Union, The Newspaper Guild, International Typographical Union and Teamsters. The committee alleged that the newspaper, through two supervisors, had made coercive statements to employees with the intent to discourage union activities in violation of the Taft-Hartley Act.

Judge Earldean V.S. Robbins found that the charges against the supervisors lacked credibility.

In a related matter, the Republic has appealed an April 8, 1985, board order to bargain with the committee over an initial labor agreement. The appeal is pending before the 9th U.S. Circuit Court of Appeals [**presstime**, June 1985, p. 88]. The newspaper contends that the committee is not a labor organization within the meaning of the act.

(Fairfield Publishing Co. and Northern California Newspaper, JD-[SF]-154-85)

Arbiter upholds discharge of longtime employee for submitting false mileage report

An arbitrator has affirmed the proposition that a discharge for dishonesty is appropriate regardless of the amount of loss incurred by an employer or the length or quality of the employee's prior record.

The Tacoma (Wash.) News Tribune fired a newsstand delivery driver in the circulation department after he left work several hours early and turned in a mileage report showing a total number of miles driven that would normally be associated with a full shift's work.

The day before the incident, the drivers had been reminded of the need to work full shifts.

In addition to leaving early without permission, the grievant had also submitted an incorrect timecard.

He had worked for the company for 16 years, and except for one minor incident had an unblemished record.

Local 763 of the Teamsters argued that the driver had not intended to deceive the company, noting that the timecard for the week had been filled out in advance.

Although the man violated a work rule by leaving work before the end of his shift, his psychological state at the time should mitigate the infraction, the union argued, referring to a problem involving real estate. It asserted that an appropriate penalty would be a short suspension.

Arbitrator Janet L. Gaunt, a Seattle attorney, said she had "a great deal of sympathy" for the union's argument that the grievant's behavior was triggered by anxiety over the purchase of property. "Had I been the employer, that fact would probably have led me to conclude that the grievant's behavior would not be repeated," she said. "That does not mean, however, that I can conclude it was unreasonable for the company to reach a different conclusion.

"Once the grievant demonstrated a willingness to deliberately record false information on the records he submitted to the company, he rendered his future conduct suspect. In light of that, I cannot conclude that the company was unjustified when it decided that the element of trust so essential to continuation of an employment relationship no longer existed."

Gaunt also noted that because the grievant worked in a position that involved little direct supervision, "that element of trust was all the more important."

She concluded "that it is not appropriate to reduce the penalty of discharge and require the company to continue the employment relationship."

BLS reports increase in workplace injuries

The U.S. Bureau of Labor Statistics, in its annual report on work-related injuries and illness, recorded an increase at newspapers in 1984 compared with 1983.

The "incidence rate"—expressed as incidents per 200,000 employee hours worked—went from 6.1 in 1983 to 6.5 in 1984, BLS reported in November. The rate for the printing and publishing industry overall was 6.4 in 1983 and 6.5 in 1984.

The figures were still below those reported for all non-durable manufacturing, which were 9.6 in 1983 and 9.8 in 1984.

Labor Secretary William E. Brock said the increases were caused in large part by a strong economy that brought many new and inexperienced people into the work force. But the AFL-CIO blamed weak enforcement of government regulations on job safety and health.

NLRB confirmation

The U.S. Senate has confirmed President Reagan's nomination of James M. Stephens to be a member of the National Labor Relations Board.

Stephens, who had been labor counsel to the Senate Committee on Labor and Human Resources, will serve a term running to Aug. 27, 1990 [presstime, Oct. 1985, p. 52].

"Meeting the Challenge of the Future"

The Guild Reporter

Officers of the International Typographical Union and the Graphic Communications International Union met during the AFL-CIO's recent convention in Anaheim, Calif., and agreed to resume merger talks in early 1986. Shaking on the agreement are (from left) ITU President Robert S. McMichen, AFL-CIO President Lane Kirkland and GCIU President James J. Norton.

UPI's purchasers scrutinized

As United Press International and its prospective new owners worked out final purchase details, some newspaper executives were wondering how the next chapter in UPI's tumultuous history will read.

They also were wondering what kinds of changes may be in store for UPI.

"Maybe new ideas could improve it," said Harold L. Gonzales, editor of The Crowley (La.) Post-Signal. Many changes to UPI over the past couple of years, he said, have been "like changing a bald tire with one just like it."

Gonzales and other editors and publishers contacted by **presstime** said they wanted to know more about Mario Vázquez-Raña, the Mexican publisher who teamed with Houston businessman Joe Russo Nov. 12 to buy the ailing company for about $41 million.

"I think many UPI subscribers are like me," said John Seigenthaler, publisher of The Tennessean of Nashville and editorial director of USA Today. "They want to be reassured that this company is going to be operated in the free-press tradition that has characterized" UPI since its inception. "If management leans toward some other tradition, it'll be a sad day for journalism."

A big question, Seigenthaler said, is what ties, if any, Vázquez-Raña has with the Mexican government. Vázquez-Raña said in a prepared statement that he has been "close to five presidents of Mexico" but has "no political affiliation."

The government, Vázquez-Raña said, "has never tried to get me to change a story. My relationships with public figures has nothing to do with my work. They don't ask me for any favors."

Vázquez-Raña, reported to be one of the richest people in Mexico with holdings that include the country's largest newspaper group, will be the majority UPI owner with about 90 percent of the shares. Russo, a developer-financier with no previous ties to the newspaper business, will own about 10 percent. Several newspaper executives in Houston said Russo is highly regarded locally. Officials said it is still possible that other parties could assume ownership positions.

There was speculation that Vázquez-Raña teamed with Russo largely to have a U.S. ownership presence in UPI. But those who know Russo say he will take an active role. "He's a very bright, innovative Houston developer-businessman," said Gene E. McDavid, vice president and general manager of the Houston Chronicle. "If (Vázquez-Raña) thinks that Russo's going to be a token anything, he's in for a real shock."

UPI spokesman David Wickenden said in late November that the sale agreement would be included in a UPI reorganization plan to be submitted to U.S. Bankruptcy Judge George F. Bason Jr. It could be two or three months after that before Bason signs off on the plan and the wire service is out of Chapter 11 bankruptcy, Wickenden said.

Court approval is expected because the deal has been endorsed by UPI management, employees and a committee of the wire service's major creditors.

The few possible hang-ups include a federal lawsuit filed by current UPI owners Douglas F. Ruhe and William E. Geissler. They effectively have been squeezed out of sale negotiations and would receive no money from the sale. Ruhe and Geissler asked the U.S. District Court in Washington, D.C., to state that they have a voice in the disposition of UPI. The suit was pending at press time.

In addition, a seven-member business consortium led by Financial News Network that lost in the bidding for UPI said it may challenge the sale in bankruptcy court [**presstime**, Nov. 1985, p. 69].

Yet another possible hang-up could be claims of some creditors who will not be paid off fully under terms of the sale.

Vázquez-Raña nine years ago bought the Mexican Publishing Organization, a group of 36 newspapers that was $78 million in debt and "a bigger problem than UPI is now," the Mexico City businessman said. The newspaper group has expanded to 70 newspapers and is now profitable, he added.

One of the central elements of that chain's turnaround was installation of new production equipment, Wickenden explained, adding that Vázquez-Raña has similar plans at UPI.

"I'll tell you," said Nashville's Seigenthaler, "what's needed now is good management and very deep pockets."

—C. David Rambo

AP

Vázquez-Raña (left) and Russo announce purchase plans.

Columbus gets morning competition

Columbus, Ohio, will continue to have two daily newspapers. But they will go head to head in the morning.

That's the gist of separate announcements made about the future of The Columbus Dispatch and the Columbus Citizen-Journal.

First, the Dispatch Printing Co. announced Oct. 31 that the Dispatch, a 202,114-circulation afternoon paper, will become a morning newspaper on Jan. 1—the day after its joint operating arrangement with the morning Citizen-Journal expires.

Two weeks later, Citizen-Journal owner Scripps Howard announced it had sold the 117,902-circulation paper to a company headed by an Ohio business consultant, Nyles V. Reinfeld.

The Dispatch had announced two years ago that it would not renew the JOA, under which the Dispatch prints, distributes and sells advertising for the C-J.

"Since the agreement was made, more than 25 years ago, lifestyles and the economic climate have changed dramatically," the Dispatch said in announcing its conversion to a.m. "These changes in the newspaper industry have generally been heavily in favor of morning newspapers."

C-J Editor Richard R. Campbell, who had told employees Sept. 16 he believed the paper would close, reported in late November that "only a couple" of people had left, thanks to the offer of "a nice severence pay" to C-J staffers who remained with the paper through the end of the year [**presstime**, Oct. 1985, p. 61]. ☐

Newport News dailies may be sold; third offer to buy Freedom considered

Two dailies in Newport News, Va., appear to be headed toward sale.

The board of Daily Press Inc., which owns The Daily Press and The Times-Herald, has asked investment bankers to provide a financial evaluation of the company and to make a recommendation on a possible sale.

BUSINESS ROUND-UP

Daily Press Inc. employees and the public were told of the board's action Nov. 15. The Van Buren and Bottom families own the privately held company.

The properties include Piedmont Cablevision of Danville, Va., and Newport News Cablevision as well as the Press (morning, circulation 63,481) and the Times-Herald (evening, 36,343). Sunday circulation is 108,024.

The newspapers circulate primarily in Newport News and Hampton, which are part of the Hampton Roads urban complex that also includes Virginia's largest city, Norfolk, plus Portsmouth, Virginia Beach, Suffolk and Chesapeake.

President William R. Van Buren Jr., who described the board's action, declined further comment other than to say it was "in the best interest of the employees and the community."

Elsewhere, directors will be considering the potential purchase of two other family-owned media companies.

At Freedom Newspapers Inc., President D. Robert Segal said the board expects to consider "sometime soon" a third offer from Freedom stockholder Harry H. Hoiles. "We've asked people how they feel about it, and we haven't heard yet," he said in mid-November. The newspaper and broadcasting company, which is based in Santa Ana, Calif., has rejected Hoiles' two earlier offers.

In his new proposal, Hoiles raised his offer from $98 to $108 per share, making his bid for the company worth about $1 billion. As an alternative, Hoiles has offered to sell his family's one-third interest back to Freedom [presstime, Nov. 1985, p. 68]. If the company refuses, he has indicated he will offer the shares outside the company.

At The Tribune Publishing Co. of Tacoma, Wash., news that the company is for sale brought calls from many media companies, according to Francis J. Calcagno, director of investment banking for Cyrus J. Lawrence Inc. However, Calcagno said the sale will not be "a bidding contest."

Tribune Publishing, a family-owned company, cares about a potential buyer's "operating philosophy" and is "going to be very selective," he said. Although no date has been set, Calcagno said the board will probably meet early this month to decide which company is best suited to make the purchase. The company's properties include The Tacoma News Tribune.

Elsewhere on the acquisition front:

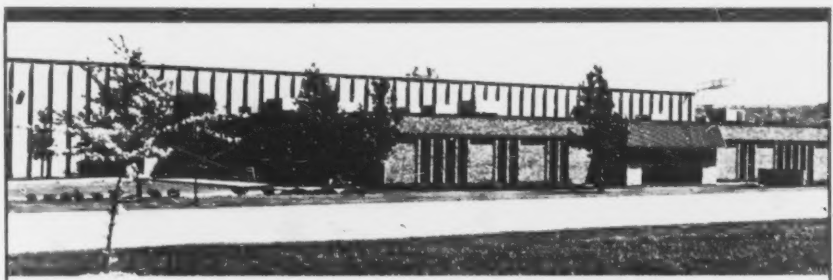
- An option to buy the St. Louis Globe-Democrat has lapsed as have negotiations with investors who were considering buying the newspaper. The Globe-Democrat filed a Chapter 11 bankruptcy petition Sept. 26.
- The Washington Post Co. and Gannett Co. increased their shares of Minneapolis-based Cowles Media Co. from 17 percent and 14 percent, respectively, to about 20 percent each.
- Knight-Ridder Newspapers Inc. agreed to buy three television stations from Gannett for $160 million. Gannett is selling the stations because of cross-ownership conflicts that would arise after its forthcoming purchase of the Evening News Association of Detroit. Signals of the TV stations, which are in Tucson, Oklahoma City and Mobile, Ala., reach markets already served by Gannett newspaper or broadcast properties.
- The Federal Communications Commission has granted Rupert Murdoch a temporary cross-ownership waiver that gives him two years to sell the New York Post and the Chicago Sun-Times. ☐

ANR relocates to Midwest

American Newspaper Representatives, the advertising "rep" firm that is a subsidiary of the National Newspaper Association, has relocated from the East Coast to the Midwest.

It opened a service office in Minneapolis and is in the process of establishing a sales office in Kansas City.

ANR's headquarters had been in Brooklyn, N.Y., since 1969. Officials said the move will improve efficiency and sales and reduce rental expenses. ☐



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USDA proposes kenaf program

The U.S. Department of Agriculture proposes to implement a "large-scale" program next year to spur the commercial use of kenaf as a source of fiber for newsprint.

Under the program, the U.S. government would pay farmers to grow between 3,000 and 5,000 acres of kenaf, a fibrous annual plant. The government then would sell the kenaf to pulp mills.

The largest scale on which kenaf has been grown in this country was 40-50 acres harvested by a Yuma, Ariz., farmer in 1980-81 to provide material for mill trials [presstime, March 1981, p. 48].

The Agriculture Department believes that if it can interest American farmers in growing kenaf, there can be a reduction in the amount of surplus crops such as cotton, sugar cane and soybeans that the government must buy, according to C. Michael Hoback, an aide to the assistant secretary for science and education.

Although the department wants to start the kenaf "commercialization development" program next year, it could be held up because its funding was not included in the department's budget approved by Congress for the current fiscal year, Hoback said. "At the present moment, we are exploring every possible avenue of funding this project in FY 1986," he added.

The program is not one the department wants to support on a "long-term" basis, Hoback said. "We would hope by the end of the second year, this would be [picked up by] the private sector."

In addition to its commercial component, the program also has a research aspect in which the department would work with farmers on problems that have surfaced with growing and harvesting kenaf, Hoback said.

The Agriculture Department has been conducting research into kenaf since 1943, Hoback said. The new program grew out of contact made with the department last June by Donald N. Soldwedel, president of Western Newspapers Inc. of Yuma, Ariz., and a prime mover in the kenaf-to-newsprint effort.

The department contracted with Kenaf International, which is promoting the development of kenaf as a fiber source, to provide cost estimates for a large-scale program. KI and USDA staffers visited several Southern newsprint and pulp mills. "Every one of the mills expressed some interest in kenaf," Hoback said. He declined to name the mills that would participate in the program but said he believed six would be involved.

In addition to the development program, Hoback reported that two other USDA groups are studying kenaf's potential:

- A task force on new uses of farm and forest products, which is composed of representatives of the private sector, universities and three federal agencies, including USDA.
- A working group, which is being formed to establish a system within the department to accelerate the development of industrial agricultural materials.

Also on the kenaf front, Charles S. Taylor, general manager of Kenaf International, said company representatives met in September with officials of the government of Trinidad. That country is considering a kenaf specialty pulp mill built with a combination of government and private funding.

KI also is discussing with Phoenix Pulp & Paper Co. Ltd. of Thailand the possibility of a joint venture to establish a kenaf seed farm in that country, Taylor reported.

In Thailand, Phoenix operates the world's only kenaf pulp mill. Earlier this year, mill officials experienced a shortfall in kenaf, Taylor said. "They have been having difficulty with kenaf production over there because they have very low quality varieties and their farm management needs to be improved," he said.

—Margaret Genovese

Statistics delayed

Newsprint statistics for October were not available by press time. They will be published in the January 1986 issue.

Demand and capacity increase

Newsprint demand in the United States, including consumption and inventories, increased from 10.5 million metric tons in 1983 to 11.6 million tons last year, according to Newsprint Data, an annual survey published by the Canadian Pulp and Paper Association.

Japan, at 2.7 million tons, had the world's second greatest demand, the survey showed.

Canada was first in production with 9 million tons. The United States was second at 5 million, and Japan third at 2.6 million.

In Scandinavia and Japan, capacity actually decreased in 1984 by 55,000 and 10,000 tons, respectively. There were small increases in Canada (50,000 tons) and the United States (70,000 tons), while capacity in Western Europe (excluding Scandinavia) and in the rest of the world increased by 250,000 and 308,000 tons, respectively.

Among other facts cited in the report:

- World newsprint demand reached 27.3 million tons, an increase of 7.8 percent over 1983. World demand was 87.3 percent of capacity compared with 82 percent in 1983.
- World capacity reached 31.3 million tons, an increase of 1.3 percent over 1983. It was the smallest increase since 1975.

A limited number of copies of the report are available from the ANPA Newsprint and Transportation Department at The Newspaper Center, Reston, Va. ☐

NEWSPRINT NOTES

- Quebecor Inc. President Pierre Peladeau and a Quebec real estate and cement firm **plan to build a 180,000 metric-tons-a-year newsprint mill** in Matane, Quebec. The $250 million project—a 50-50 joint venture between Quebecor and Redec Inc.,—is dependent on the partners' ability to secure government assistance equal to 25 percent ($62.5 million) of the mill's capital cost. If approval is given, construction would begin next year and the mill would begin making paper in 1988.

Quebecor publishes three Canadian dailies as well as a group of weeklies and several magazines. A third of the mill's output would go to the company's newspapers.

- Preliminary results of a **feasibility study** of building a newsprint mill in Richmond, Calif., look hopeful, according to the sponsors. They also indicated that the 160,000-metric-tons-a-year mill would cost about $186 million, with a projected start up in 1989. A final report is expected shortly [presstime, June 1985, p. 85].

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Photo courtesy of Motter Printing Press Co. York, PA.

Kruger Inc.

Video-to-print makes gains

Some ideas are like express trains: They acquire passengers or freight, slowly accelerate and then speed to their destination. One such idea focuses on using video cameras to produce pictures in newspapers: It's on a roll right now.

In the last few months, several vendors have introduced either complete video systems or individual products that can be used to capture pictures and produce prints from videotape. Other vendors appear ready to board the train.

Also, at least one daily, The Record of Hackensack, N.J., is capturing network television broadcasts of video images for reproduction in its newspaper. (See story, facing page.)

Replacing traditional photography with video cameras has intrigued newspaper executives for several years.

One of the earliest indications that it could be possible was the development of an electronic video camera with charged-couple device sensors. Such a camera was demonstrated by a National Geographic magazine photographer at the 1980 ANPA trade show in Atlanta [presstime, July 1980, p. 9].

When the camera scanned an image, voltage readings were recorded on a light-sensitive silicon chip. The electrical charges, representing the elements of the picture being photographed, were stored on the chip until being transmitted and reassembled.

The camera's major drawback was cost, which exceeded $25,000.

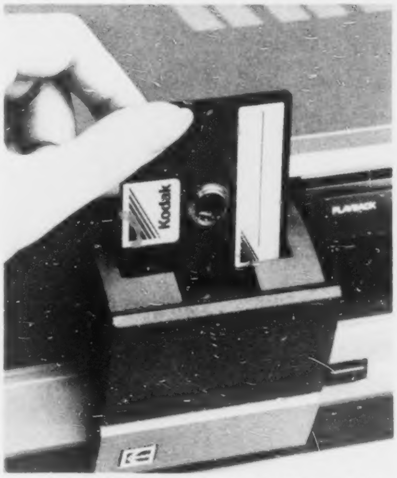
Then, in August 1981, Sony Corp. introduced its Mavica, a "magnetic video camera" that took still black-and-white shots [presstime, Oct. 1981, p. 44].

The Mavica also employed a charged-couple device to convert images into digital data and a two-inch disk to record about 50 pictures. For viewing the pictures, the disk was then inserted into a video playback unit linked to a television monitor.

While there were drawbacks to the Mavica, newspapers saw solutions in it to many problems inherent in newspaper photography. The Mavica offered hope for a shorter time period between picture-taking and viewing, for eliminating the chemicals and silver-based films required in photography, and for exploiting the advances in editing pictures electronically.

Its price was attractive—about $650.

However, the Mavica never really pulled out of the station. Its 35-millimeter format had the equivalent resolution of a 65-line-screen halftone.



Images are stored on small Kodak floppy disk.

"And newspapers weren't going to run a 35-millimeter (wide) picture. They were going to blow it up, which meant even less resolution," noted Erwin Jaffe, former director of research at what was then known as the ANPA Research Institute, predecessor of the current Technical Research Department. "It was a nice possibility but not a realistic solution for newspapers," Jaffe added.

So much for the Mavica.

Jaffe and other newspaper production experts believe the current crop of vendor offerings are more than just steam in the pursuit of video-to-print technology. They say that existing video equipment can be used to supply newspapers with timely pictures if all the components can be linked.

Several vendors have introduced products that can be used to capture pictures and produce prints from videotape. Others appear ready to board the train.

The first revelation of vendors' activity in this area came at last June's ANPA trade show in New Orleans:

- Advanced Imaging Devices Inc. of Mountain View, Calif., demonstrated a system that employs a video camera and optical disks to make photographic prints of video images. One component of the equipment allows broadcast video images to be reproduced as prints, without the scan lines characteristic of older print-making methods.
- Hell Graphic System Inc. demonstrated a modified Chromacom color separation system using a video camera, frame grabber and editing device to alter video images and produce color separations.

Since then, Eastman Kodak Co. announced it was conducting experiments with a "still video system" that allows the display of photographic images on television monitors and produces hard-copy prints of the images almost instantaneously. The system would be used with existing video recording equipment.

Recently, the Japanese introduced high-definition video cameras, primarily for industrial applications. These cameras produce 1025 horizontal lines and therefore about twice the detail of cameras now being used in television programming. They cannot be used for normal broadcast because they require more band width. However, ANPA experts believe high-definition cameras can be used to put newspaper file photos into electronic storage.

Other vendors are marketing devices that enhance the resolution of video images and compress digital data so that video pictures can be transmitted over telephone lines, according to Andrew Wilson, senior technical editor of Digital Design magazine.

Also, much work is under way by a number of vendors, including DuPont, to introduce optical-laser-disc storage in the United States. An optical laser disc is a high-density, random-access digital storage device that is erasable and reusable. It is ideal for electronic picture storage. Once such a device is available, it will be possible to store 50,000 or more pictures in a box smaller than a normal file cabinet. It has the potential to replace today's picture "morgues" in newspapers, said William D. Rinehart, ANPA vice president/technical.

TV cameras currently in wide use in broadcasting require bright lighting to capture images properly, but Wilson said he expects the newest generation of high-speed, video cameras will solve lighting problems. And ANPA's Rinehart pointed out that the CCD TV camera custom-built for National Geographic has the equivalent of ASA 5000 speed. Used for deep-sea photography, it can take pictures in almost total darkness.

Wilson acknowledged there are other problems involved in capturing broadcast video images because of the type of signal they require. But, he said, non-broadcast video images captured by a mini-camera "offer both better quality and resolution. You will see as stable a picture as you took" after it is sent back to the newspaper.

Also, questions remain regarding accurate reproduction of color video images and the feasibility of transmitting the pictures over conventional telephone lines or via cellular radio.

"The work that needs to be done is in transferring the digital images to a negative [film] process," said Wilson. "The problem is transferring the color images and producing quality color separations."

Over the long haul, though, the experts believe video-to-print technology is on track and on its way to finding a niche in the time-sensitive world of newspapering.

—Paul Kruglinski

Newspaper, CBS conduct test of video photographs

BY WILLIAM D. RINEHART

Experimentally, The Record of Hackensack, N.J., has been videotaping Columbia Broadcasting System network news programs and printing various video frames in full color.

CBS and The Record have an agreement permitting the newspaper to use CBS News pictures on a trial basis. If the test is successful and there is sufficient interest by newspapers, CBS intends to issue licenses permitting use of its pictures. CBS indicates its affiliate stations may also be willing to license local newspapers to use local video news pictures.

For the time being, CBS has imposed an embargo on the reproduction of pictures obtained from non-CBS sources for the network national news. If the test proves successful, CBS hopes to broaden the scope of picture availability. No proposed license fee has been established, but CBS officials say such fee would be competitive.

In the test, The Record has placed a new broadcast TV receiving antenna on its roof. It feeds a Sony commercial-grade, three-quarter inch videotape recorder that tapes certain CBS network news programs.

An editor scans tape replay on a TV monitor. Seeing a video frame that could be a good photo, he or she can signal the equipment to make a print.

At The Record, there are several different methods of connecting the color video frame to hard copy. One piece of equipment is a color video printer of Matrix Instrument Inc., Orangeburg, N.Y. It will print the selected color video picture on either a color Polaroid camera providing an instant 3-by-5 inch color print without the TV raster lines, or a 35mm color transparency [color slide]. Either of these is put on a Royal Zenith color scanner, and screened separations are made for paste up.

The other output device the New Jersey daily is experimenting with is the video print output device manufactured by Advanced Imaging Devices Inc. of Mountain View, Calif. It yields continuous-tone black-and-white-prints of the process colors. These are then screened, and the resulting prints are used in paste up.

The basic colors used in video are red, green and yellow [projection colors]. The basic print colors are red [magenta], cyan and yellow [reflection colors]. Consequently, any device making color printouts from a video signal must electronically convert the video color to print colors. Internal electronics of the Matrix and the Advanced Imaging printout devices make this color conversion.

ANPA laboratories previously experimented with screened black-and-white prints of video using an AIDI output device. In that instance, the AIDI black and white prints were processed in an Autokon camera, and the resulting screened picture was used in the page paste up. One could not detect that the picture came from a video frame.

The approximate cost of a quality three-quarter-inch video tape recorder is about $4,000. The cost of the video color picture printer is about $20,000. The price of the AIDI output device has not been firmly established but is expected to exceed $30,000.

Michael H. Heath, president and chief operating officer of the Bergen Evening Record Corp., is pleased with the result of the experiment and is confident that the developing new technology will provide his newspaper with an increasing number of color news prints.

ANPA has been in contact with a number of electronics companies to encourage development of a total electronic news picture system whereby news photographers will be equipped with special video cameras to replace conventional 35mm photography [**presstime**, April 1985, p. 13]. If this is developed, the newspaper printout device could be used either to make prints of the newspaper photographers' video or that received from outside sources such as broadcast television, cable TV or satellite TV.

It is not known at this time whether other networks also will consider granting print rights to their video pictures. However, this technology could offer instant availability of color pictures of sports and other news events not now available through normal sources. ☐

In Hackensack, N.J., The Record's photograph of New York Mets first baseman Keith Hernandez was taken from a television broadcast with a Matrix video printer.

Rinehart is ANPA vice president/technical.

Teleram falls victim to cheaper competition

Teleram Communications Corp., which introduced the first portable video display terminal in 1974, has gone out of business because of competition from cheaper and more powerful machines now available.

The firm will be liquidated to pay off creditors under Chapter 7 bankruptcy proceedings.

Charles Satuloff, Teleram president, said his firm was "caught in a mousetrap" in the industry. It was squeezed between the Radio Shack Tandy Model 100 and the IBM PC personal computer.

The need for a portable VDT was recognized in the early 1970s by ANPA. The Association developed the concept and sought out companies to make it commercially available. Teleram was founded to provide the device.

The company subsequently expanded its product line to include portable and stationary terminals, printers and data-storage systems. Many newspapers have used Teleram equipment extensively in bureaus and other remote locations.

ANPA has learned that some former Teleram employees are forming a company to provide spare parts and other services to users of the equipment.

Scheduled to be operating by early this month, the company will be known as Electronics Systems Associates and located at 1215 Liberty Ave., Hillside, N.J. 07205. The telephone number will be (201) 374-6183.

According to officials of the new firm, it will stock formatted floppy disks and formatted cassettes for the 1800, 1888, P-81 and 2277 models.

Tandy markets Model 100 successors

Many newspapers over the last several years have started to use Radio Shack Tandy Model 100 portable terminals because the battery-powered machines are relatively inexpensive, fit easily in a briefcase and are efficient.

Tandy since has introduced two successors to the 100, which costs $599: the Tandy 200 and, recently, the Tandy 600.

The 200, at $999 ($799 on sale recently), offers a flip-up, 16-line-by-40-character display screen, compared with the 100's smaller 8-by-40 display. The 200 also features more built-in software.

The 600, at $1,599, has a 16-by-83 screen, a built-in 3.5-inch disk drive and even more resident software. Its standard 32 kilobytes of random-access memory can be expanded to 224K.

William D. Rinehart, ANPA vice president/technical, said the Model 100 successors can serve small- and medium-size newspapers particularly.

For example, he said the cost of moving stories from remote newsrooms using phone lines is less expensive than message facsimile. The stories can be moved directly into the main newsroom computers or can be printed on an inexpensive printer. ☐

TECHNOLOGY CALENDAR

- **Digital Equipment Computer Users Society** will hold a symposium Dec. 9-13 at the Disneyland Hotel, Anaheim.
- **Graph Expo '86 West** will be March 1-4 at the Los Angeles Convention Center.
- The sixth annual **Seybold Seminars** on eletronic publishing systems will be March 9-14 at the Beverly Hilton Hotel in Los Angeles.
- The **Newspaper Hardware Users Group** will meet March 27-28 at the Astro Arena Complex in Houston.
- The **Metro Users Group** will meet April 6-9 at The Lincoln Hotel in Dallas.
- The **58th Annual Operations Management Conference & Exposition** will be June 21-25 at the Georgia World Congress Center, Atlanta.

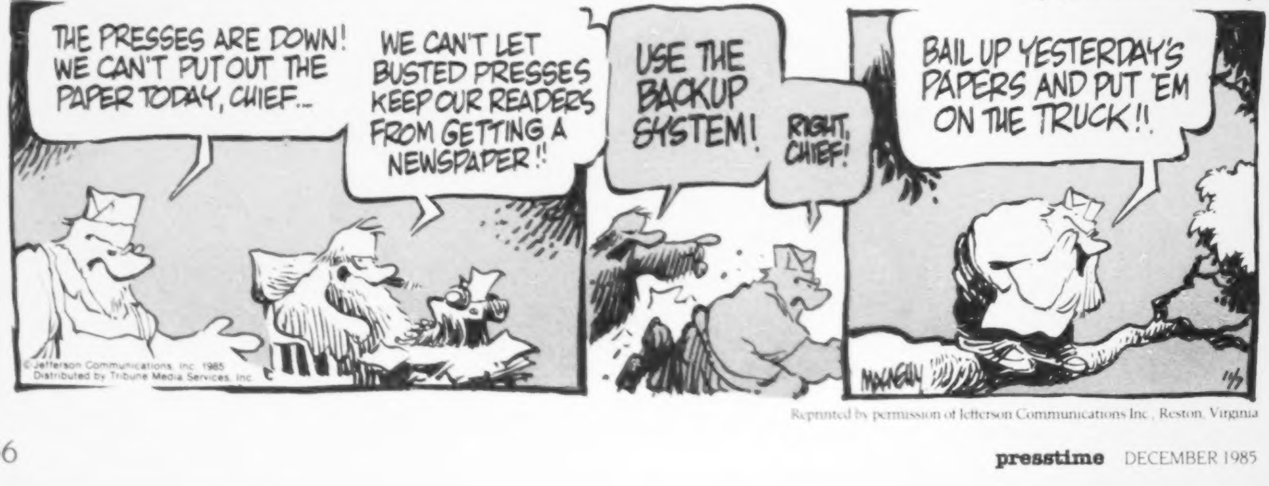
Marketing pact signed

Crosfield Electronic Inc., an East Rutherford, N.J., supplier of color separation equipment, has signed a market agreement with MacDonald Dettwiler Technologies Ltd. of Vancouver, British Columbia, which manufactures electronic image equipment.

Under the agreement, Crosfield will market Dettwiler's Instant Fire 300 digital color proofer within its product line. ☐

'Shoe'

By Jeff MacNelly


THE PRESSES ARE DOWN! WE CAN'T PUT OUT THE PAPER TODAY, CHIEF...
WE CAN'T LET BUSTED PRESSES KEEP OUR READERS FROM GETTING A NEWSPAPER!!
USE THE BACKUP SYSTEM!
RIGHT, CHIEF!
BAIL UP YESTERDAY'S PAPERS AND PUT 'EM ON THE TRUCK!!
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MACNELLY
11/7

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ANPA *Calendar*

DECEMBER

Managing People in the Circulation Department Workshop sponsored by ANPA, the International Circulation Managers Association and the Newspaper Personnel Relations Association
Georgetown Marbury House, Washington, D.C., Dec. 2-4

ANPA Newspaper Color Separation Techniques Seminar
The Newspaper Center, Reston, Va., Dec. 2-6

ANPA Convention Arrangements Committee meeting
Gannett offices, New York City, Dec. 3

ANPA Board of Directors meeting
The Waldorf-Astoria, New York City, Dec. 5-6

ANPA Foundation Trustees meeting
The Waldorf-Astoria, New York City, Dec. 5

ANPA Foundation Minority Training Seminar on Camera Room Operations Procedures
The Newspaper Center, Reston, Va., Dec. 9-13

Supervisory Development Workshop sponsored by ANPA and the Alabama Press Association
Birmingham Hilton, Dec. 13-14

JANUARY

ANPA Human Resources Committee meeting
Hotel del Coronado, San Diego, Jan. 5

ANPA Labor and Personnel Relations Conference
Hotel del Coronado, San Diego, Jan. 5-8

ANPA Advanced Offset Press Operations Seminar
The Newspaper Center, Reston, Va., Jan. 6-10

ANPA Management Development Workshop
Sir Francis Drake Hotel, San Francisco, Jan. 13-16

ANPA Technical Committee meeting
The Newspaper Center, Reston, Va., Jan. 14-15

ANPA Operations Management Conference & Exposition Arrangements Committee meeting
The Newspaper Center, Reston, Va., Jan. 14-15

ANPA Board of Directors meeting
Ocean Reef Club, Key Largo, Fla., Jan. 20-22

ANPA Newspaper Quality Control Seminar
The Newspaper Center, Reston, Va., Jan. 20-24

Leadership in the Newsroom Workshop sponsored by ANPA, ASNE and APME
Hyatt Sarasota, Sarasota, Fla., Jan. 27-29

FEBRUARY

Newspaper Executives Marketing Seminar sponsored by ANPA and the International Newspaper Promotion Association
The Houstonian, Houston, Feb. 2-8

ANPA Advanced Offset Press Operations Seminar
The Newspaper Center, Reston, Va., Feb. 3-7

ANPA Process Camera Techniques for Newspaper Reproduction Seminar
The Newspaper Center, Reston, Va., Feb. 3-7

Personnel Practices, Procedures and Policies Workshop sponsored by ANPA and NPRA
The Hotel Continental, Chicago, Feb. 16-19

ANPA Advanced Management Workshop
Hyatt Sarasota, Sarasota, Fla., Feb. 17-19

ANPA Color Scanner Operations for Newspaper Reproduction Seminar
The Newspaper Center, Reston, Va., Feb. 24-28

ANPA/Canadian Pulp and Paper Association Technical Section Joint Standing Committee meeting
Sonesta Beach Hotel, Key Biscayne, Fla., Feb. 27-28

ANPA Industry Affairs Committee meeting
Hyatt Regency Long Beach, Long Beach, Calif., Feb. 27-28

ANPA

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over-set

Wildcat fans invoke polecats against paper

What would a newspaper have to do to attract a letter to the editor like the following?

"May the sprays from a million polecats fall inside your pressroom and linger on through eternity."

At the Lexington Herald-Leader, all it takes is a series on payoffs to former University of Kentucky basketball players at the time they were on the team.

Reflecting an apparently popular belief as to who runs the state, another letter maintained: "The stories should not have been released without the prior approval of UK President Otis Singletary and athletics director Cliff Hagan."

All of which left Publisher Creed Black unshaken in his belief that the stories contained more than a hint of truth.

Professing himself to be "saddened if not surprised," Black nonetheless was put off by his fellow Kentuckians' lack of perspective.

He wrote in a column Nov. 10: "One wonders what would happen in this state if just a fraction of the righteous indignation stirred up by the basketball stories could be directed toward getting more money for the university's academic programs or lifting the state's public schools from the cellar of national rankings of spending and achievement."

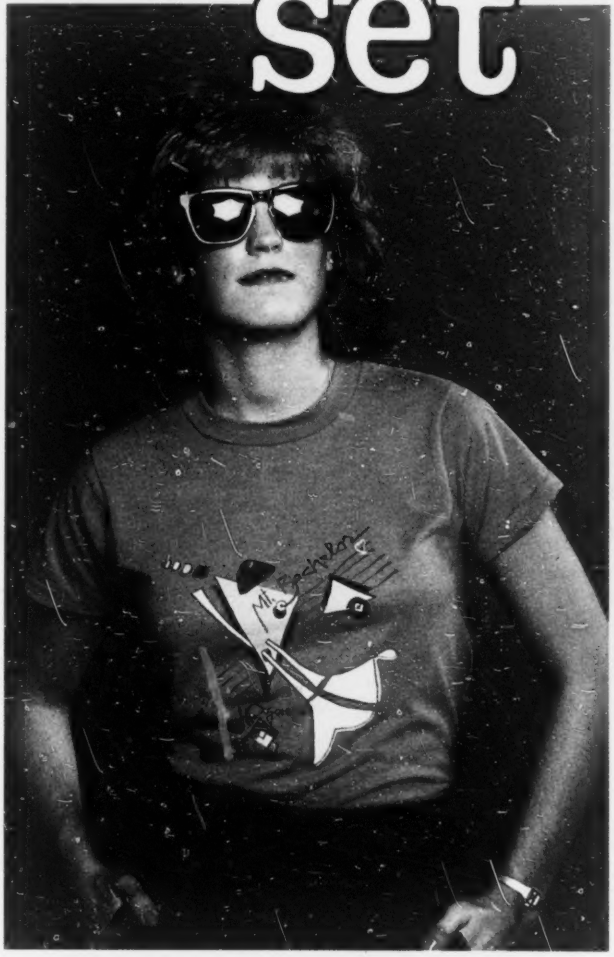
Newspaper numbers

15—number of U.S. newspapers with weekday circulations of at least 500,000.

16—number of Canadian newspapers with weekday circulations of at least 100,000.

4.5—percentage increase for wages paid newspaper craft and delivery employees in 1985.

11.79—dollars being paid on the average to journeyman pressmen at U.S. newspapers for an hour's work on the day shift.



It's no smoke screen: Newspaper has scanned the horizon for this sideline

The Bulletin of Bend, Ore., has a sideline that fits it to a tee—printing messages on T-shirts, sweat shirts and other items of apparel.

Because it is located in the newspaper plant, Sportswear Imprints, a division of The Bulletin, has advantages over other silkscreen businesses, says its manager, David J. Shores. "We have all the camera equipment that The Bulletin has—equipment that most screen printers only dream of or aren't even aware exist," he explains.

One piece of machinery being used is an electronic scanner, which makes color separations for silkscreening as well as for preparing pictures for printing in the newspaper. Few silkscreeners in the country print color photos, and the Bend operation may be the only one with in-house, color-separation capability, according to Shores, a former Bulletin pressman.

The silkscreening operation was the brainchild of Randy S. Entler, assistant pressroom foreman.

Because of the newspaper's profit-sharing program, Entler and other employees stand to benefit if the seven-month-old venture takes off.

Information on parade

An exhibition called "The Information Revolution" is scheduled to open in 1989 at the Smithsonian Institution's National Museum of American History in Washington, D.C.

The Smithsonian has launched a campaign to raise $4.3 million for the 12,000-square-foot exhibit, which will include newspaper computer equipment. The computer and communications industries are being asked to contribute.

Early experimental laser devices will be part of the exhibit.

A heart and pin made of gold

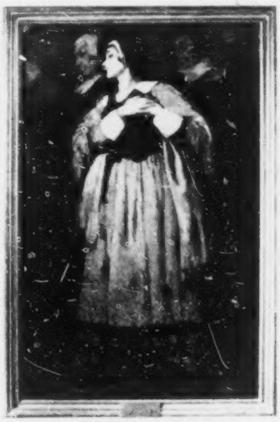
In a gesture symbolic of the affection and regard with which he holds fellow board members of the National Association of Black Journalists, outgoing President Mervin Aubespin presented each with a very special NABJ pin.

Bearing the initials of the organization, the pins were molded from the gold of a watch owned by Aubespin's late father.

A founding father of NABJ in 1974, Aubespin is associate editor for development at The Courier-Journal and The Louisville Times, and vice chairman of the Steering Committee of the Task Force on Minorities in the Newspaper Business.

Facsimiles of Zenger works published

To commemorate the 250th anniversary of the historic trial of John Peter Zenger, the American Antiquarian Society has published facsimilies of the six issues of the New-York Weekly Journal that caused Zenger to be charged with seditious libel for printing criticism of the colonial government. Zenger was tried and found not guilty on Aug. 4, 1735.



ANPA Foundation painting shows Anna Catherina Zenger reacting to the verdict in her husband's trial.

The issues have been in the collection of the library of the Worcester, Mass., society since its founding in 1812. Marcus A. McCorison, director and librarian, believes they were purchased by the society's founder, Isaiah Thomas, another renowned printer, at the end of the 18th century.

Publication of the paperback booklet containing the facsimilies was made possible by a donation from an anonymous benefactor.

Copies may be purchased for $8.95 plus $1 for postage and handling from University Press of Virginia, Box 3608 University Station, Charlottesville, Va. 22903.

Cronkite airs some good advice on how to read a newspaper

A testimonial to newspapers is given by noted broadcaster Walter Cronkite in the latest International Paper Co. advertisement in support of reading.

In the two-page ad, the former anchorman for the CBS Evening News tells "How to read a newspaper." He concludes:

"Now that I've told you about the basics of getting under the skin of a newspaper, let newspapers get under your skin.

"Tonight, pick an important story that interests you on the TV news. Dig into the story—in your newspaper. Follow it, and *continue* to follow it closely in print. See if you don't find yourself with far more understanding of the event.

"And see if you don't have a far more sensible opinion as to the 'whys' and 'wherefores' of that event, even down to how it will affect you—and maybe even what should be done about it."

That Cronkite holds such views should not be regarded as surprising. Having begun his journalism career as a writer and editor for Scripps-Howard and United Press, he has long referred to TV news as a "headline service."

Reprints of the ad are available from International Paper Co., Dept. 15, P.O. Box 954, Madison Square Station, New York, N.Y. 10010. The company says at the end of the ad: "Today, the printed word is more vital than ever."

NEW HAMPSHIRE
STATE POLICE

Becker patrols New Hampshire highways.

Here's one newspaperman who takes the police beat extra seriously

For candidates entering New Hampshire's first-in-the-nation presidential primary, the Manchester Union Leader can provide a kind of Armageddon.

But to stranded motorists on the state's highways, the paper's executive vice president, Richard H. Becker, can appear to be a personal savior. He serves in off-hours as an "auxiliary trooper" for the state police.

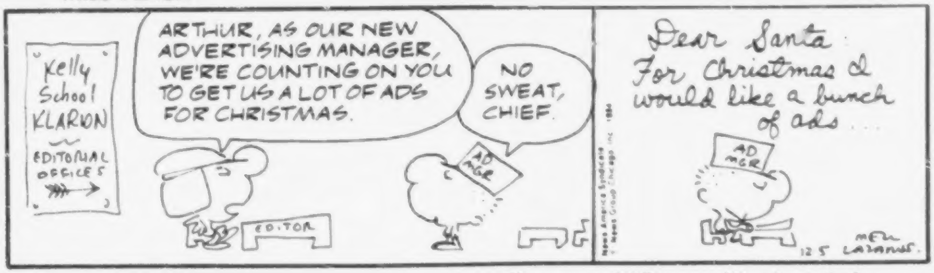
Toting a Magnum 357 as he helps patrol the roads, man the communications dispatch center or control crowds, the 63-year-old executive is one of 47 part-time troopers that augment the regular force of about 200. The job is partly for pay and partly volunteer.

Membership in what Becker proudly calls this "elite corps of citizens" has "never presented any conflict between the state's largest newspaper and the state police," he says. Becker, who has worked for The Union Leader for 38 years, has spent at least 20 hours a month with the force since the late 1970s.

The auxiliary force frees up regular troopers for "crucial services to the state," he says, such as criminal and accident investigations and regular highway patrol duties.

MISS PEACH

By Mell Lazarus


Kelly School KLARION
EDITORIAL OFFICES
ARTHUR, AS OUR NEW ADVERTISING MANAGER, WE'RE COUNTING ON YOU TO GET US A LOT OF ADS FOR CHRISTMAS.
NO SWEAT, CHIEF.
AD MGR
EDITOR
Dear Santa
For Christmas I would like a bunch of ads . . .
AD MGR
12 5
MELL LAZARUS.

Reprinted by permission of Mell Lazarus and News America Syndicate

Taking issue with sports departments

The publishers and editors who came up the ranks through sports quoted in your October presstime forgot one essential element about why they're where they are. Sports was and is male-dominated. For years, many of your city-side, and all of your women's department personnel have been women. And, face it, women weren't promoted because they were women. The only place a publisher could go to get editors was in sports.

Sports may provide training not ordinarily available to city staffers, on large papers at least. But you'll find that the same sort of training, sans deadline pressures, occurs in feature departments at all size papers. And feature departments, the old women's departments if you will, always have had the added challenge of filling pages by their imagination. There aren't the games to cover or coaches to interview or pre-game stories to write, as sports have, or meetings to cover for city-side. Feature sections have to create their own news.

And if the sports-route publishers think they're dealing with the real world because sports freaks tell them if they err, they don't know nothin' yet. That's a locker-room jock myth perpetuated by the good-old-boy network.

The real world is the mother who's pleading for special treatment on her daughter's engagement announcement and having to gently handle her request as you deny it. Or the teacher who wants all those students on the honor roll listed. Or the cubmaster who wants all 63 of his scouts in a photo. Or the president of the civic club who wants his six new officers and 14 new board members in a photo. Or the woman who knows her neighbor who casts Bambi in ceramics would make a wonderful newspaper story. Or the family with the five-generation photo.

Some of these former feature-department personnel finally are moving into editor ranks and bringing with them a much-needed dimension to our news pages, something that says the newspaper actually cares about its readers and will give them news that is useful in their everyday lives.

On smaller dailies, and weeklies everywhere, city-side reporters are as apt to finish their stories, help edit someone else's, write a headline or two, check pages, and process and print film, as anyone from sports is.

Add to that the fact that news reporters always have known what news was. Sports only now is learning. The dearth of news judgment or news sense on the part of many sports departments has prompted a session at our January Tennessee Press Institute called "Sports Is More Than The Games People Play." We want to address the recent—and welcome—change in sports sections, a change that has occurred on larger papers, but alas on too many smaller ones sports personnel still fear offending the almighty coach, or they wouldn't know a sports story if it was slam-dunked in their faces.

At least news reporters glean the entire newspaper and can tell you what's going on in the rest of the world. I'll warrant that many sports people rarely go beyond the agate package.

Obviously there are exceptions—sportswriters who know what's going on in Washington (in Congress rather than with the Redskins) or in the state houses or in their own communities. But that isn't because they're in sports. Perhaps it's in spite of it.

I'm just glad that we're finally—albeit slowly—breaking the jock-hold on our newspapers. It can't be fast enough for some of us.

Dee W. Bryant (Ms.)
Editor
The Leaf-Chronicle
Clarksville, Tenn.

La Prensa's plight

I want to thank you sincerely for having run the story on La Prensa (November) and also thank Marcia Ruth for an excellent writing job.

The exposure of our struggle in presstime will be extremely helpful in keeping the free press alive in our country.

I. Roberto Eisenmann Jr.
Publisher
La Prensa
Panama City, Panama

Enough on p.m. to a.m.

Stop already!!!!

I can't believe your November presstime, page 66 story "Ranks of a.m. papers continue to swell."

Your article probably means well but is hardly accurate in my estimation when it says "continuing the long running shift towards morning papers" and headlines the "swell."

According to ANPA's "Facts About Newspapers '85", in the last two years morning papers have increased 24 to 458 and evening papers have decreased 53 to 1,257. Now if a.m.s increase at their current rate, I figure it will take almost 40 years before a.m.s will equal p.m.s in our nation. Facts that hardly justify presstime emphasis.

Let's put this p.m. to a.m. conversion into proper perspective and realize that actually a very small amount of our total newspapers in America are interested in changing, and most p.m.s are happy to have their newspaper delivered into their readers' homes when they have time to read.

Lindsley Wellman
President-general manager
The Herald
New Britain, Conn.

Kudos for 'creativity'

I have just finished reading Marcia Ruth's (November) cover story on "Creativity in newspaper advertising."

As one who has spent almost his entire business life in one or another area of the "creative" function, including 18 years as a big-agency copywriter and copy group head, I can tell you that Marcia did an outstanding job. "Creativity" is a difficult, complex subject, not easy for outsiders to understand, but Marcia got it all, and she got it all right.

The article is a great service to the newspaper advertising business.

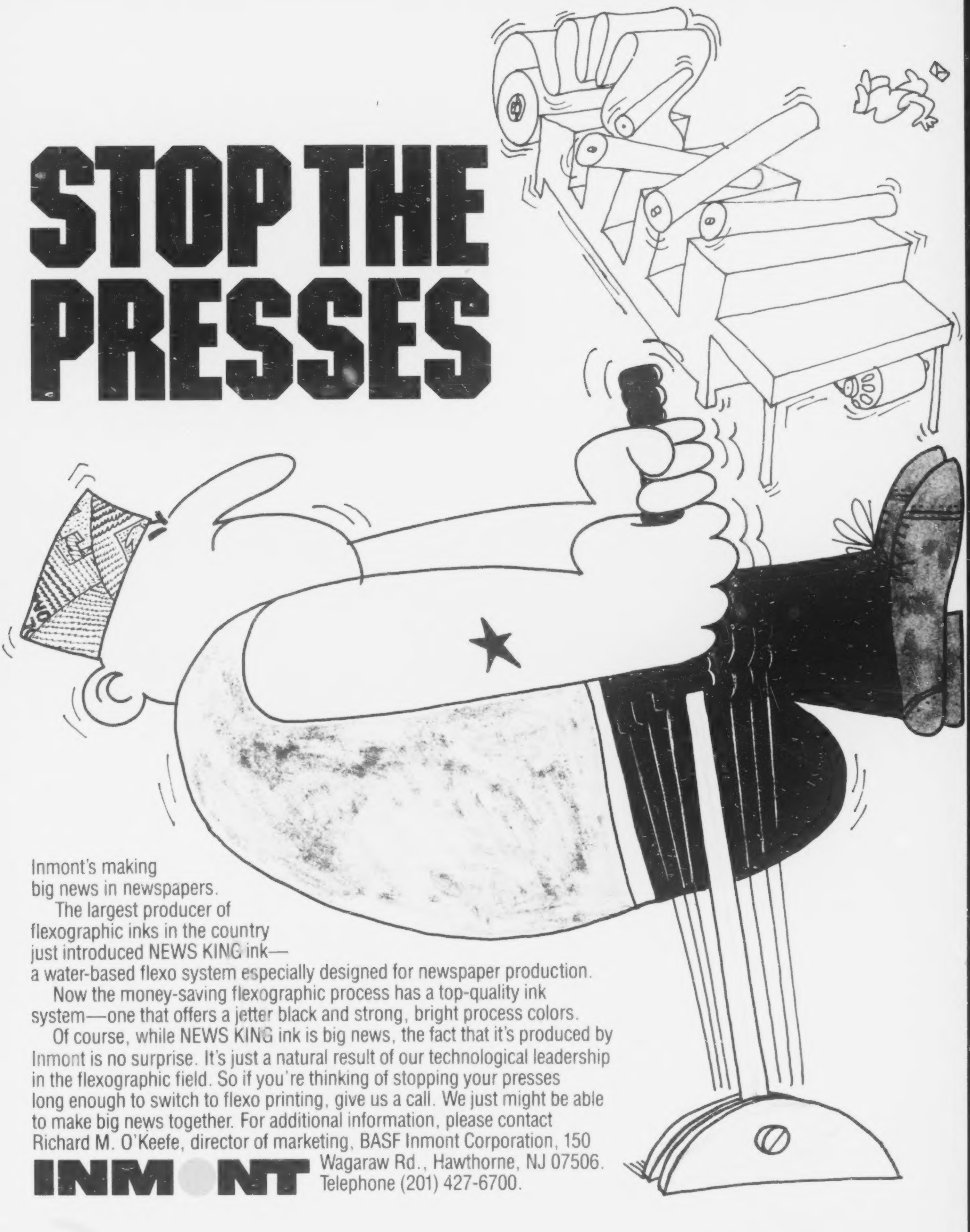
James Dunaway
Vice president, director of information
Newspaper Advertising Bureau
New York, N.Y.

Holder available

presstime
me
presstime
ANPA

Blue vinyl holders for presstime are available. Each one holds about 18 copies. Send a check for $10 to "presstime holder," ANPA, The Newspaper Center, Box 17407 Dulles Airport, Washington, D.C. 20041.

STOP THE PRESSES



Inmont's making
big news in newspapers.

The largest producer of
flexographic inks in the country
just introduced NEWS KING ink—
a water-based flexo system especially designed for newspaper production.

Now the money-saving flexographic process has a top-quality ink system—one that offers a jetter black and strong, bright process colors.

Of course, while NEWS KING ink is big news, the fact that it's produced by Inmont is no surprise. It's just a natural result of our technological leadership in the flexographic field. So if you're thinking of stopping your presses long enough to switch to flexo printing, give us a call. We just might be able to make big news together. For additional information, please contact Richard M. O'Keefe, director of marketing, BASF Inmont Corporation, 150 Wagaraw Rd., Hawthorne, NJ 07506. Telephone (201) 427-6700.

INMONT

Cooperation is the AP idea.

It's a Texas Gulf Coast paper sharing pictures of an oil spill with a competitor ahead of its own cycle.

It's the AP Atlanta bureau moving into the breach with system help when a Georgia paper's computer goes down.

It's a radio news director in Indiana phoning AP with a tip about the capture of a most-wanted fugitive.

It's an AP correspondent reporting from Beirut, from El Salvador, from Iowa City or from Sacramento.

It's a Florida paper filing its best stories by electronic carbon to the AP Miami bureau, for the benefit of other papers in the region and the nation.

It's cooperation, and it makes The Associated Press what it is—a unique news cooperative of thousands of newspapers, radio and television stations, and the AP's staff, all working together, all sharing together to produce the world's most comprehensive news report.

AP Associated Press